



# PROGRAMME HANDBOOK

## DIPLOMA IN EVENT MANAGEMENT (DEVM)

### TOURISM & HOSPITALITY DEPARTMENT

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**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



Assalamualaikum w.b.t and Salam 1 Malaysia.

Praise to Allah SWT for this great opportunity that had been given to me to have a word in this program handbook. Department of Tourism and Hospitality consists of five main courses Diploma in Tourism Management (DUP), Diploma in Event Management (DEV), Diploma in Foodservice Halal Practice (DHF), Diploma in Hotel Management (DHM) and Diploma in Culinary Arts (DCC). 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 programme 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 Tourism and Hospitality. Thank You.  
Sincerely,

**KHAIRULAZAM BIN ANNUAR**

The Head of Department  
Department of Tourism and Hospitality  
Politeknik Merlimau, Melaka

# INTRODUCTION



Politeknik Merlimau (PMM) is the 14<sup>th</sup> 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.

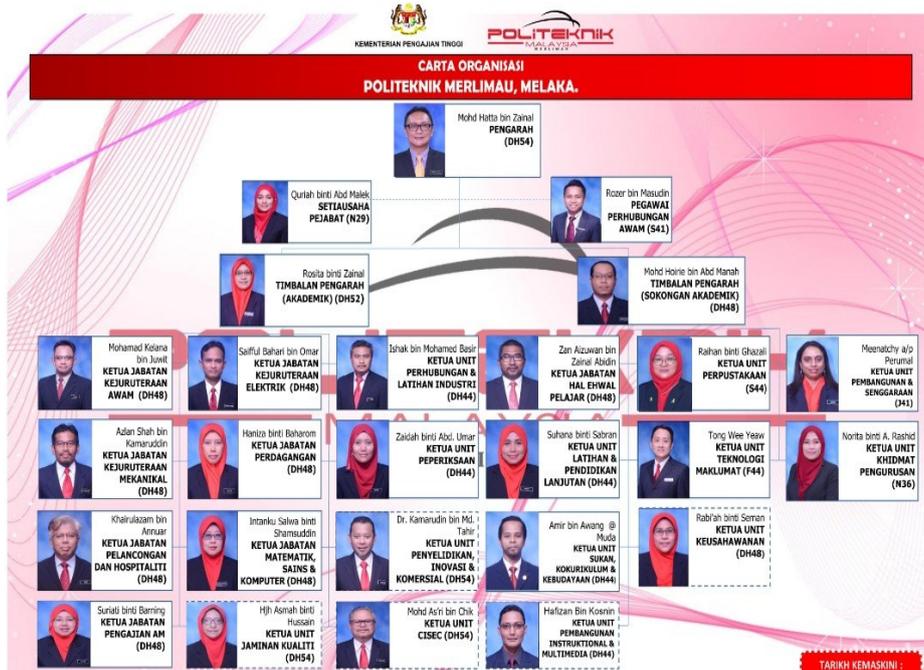
PMM provides a broad-based curriculum underscored by multi-disciplinary courses with the enrichment of the ancillary department's courses which are aligned with the transformative pillars of the Department of Polytechnic Education, Ministry of Higher Education. The classroom lessons and activities are 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.

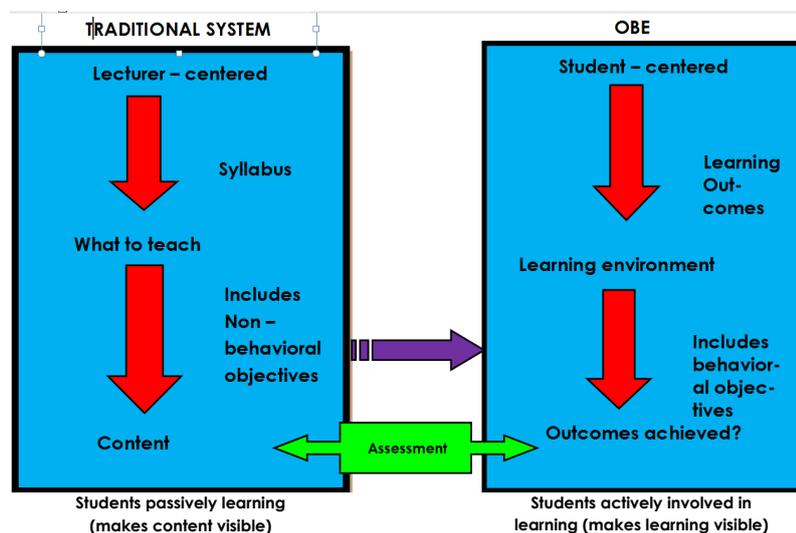
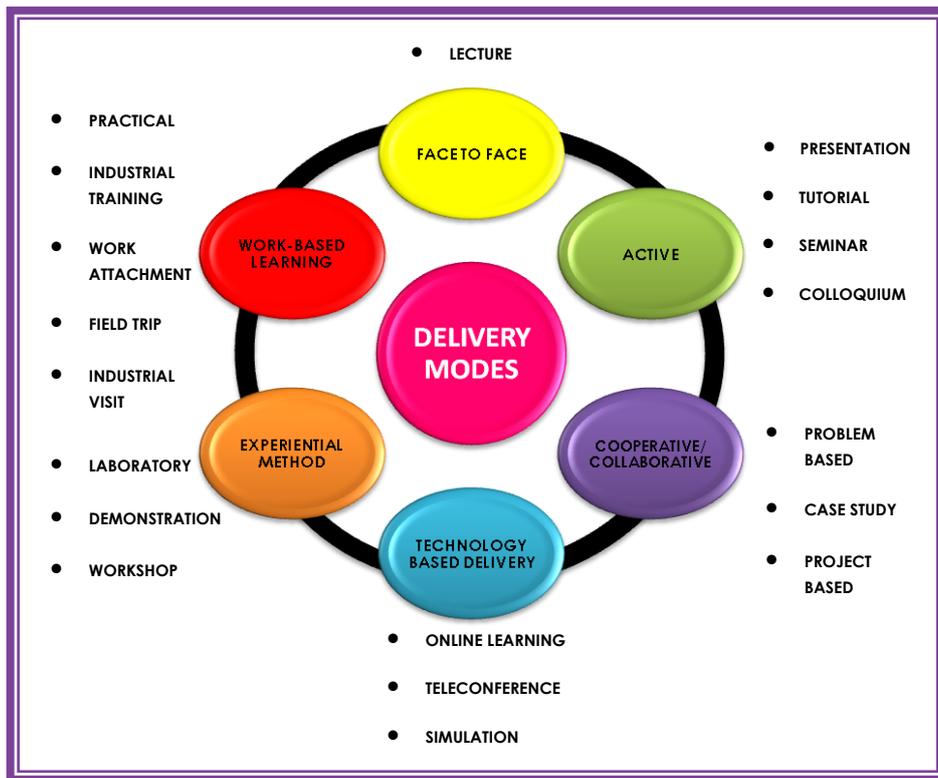


Figure 5.1: A Paradigm Shift for Educational System

# 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 .

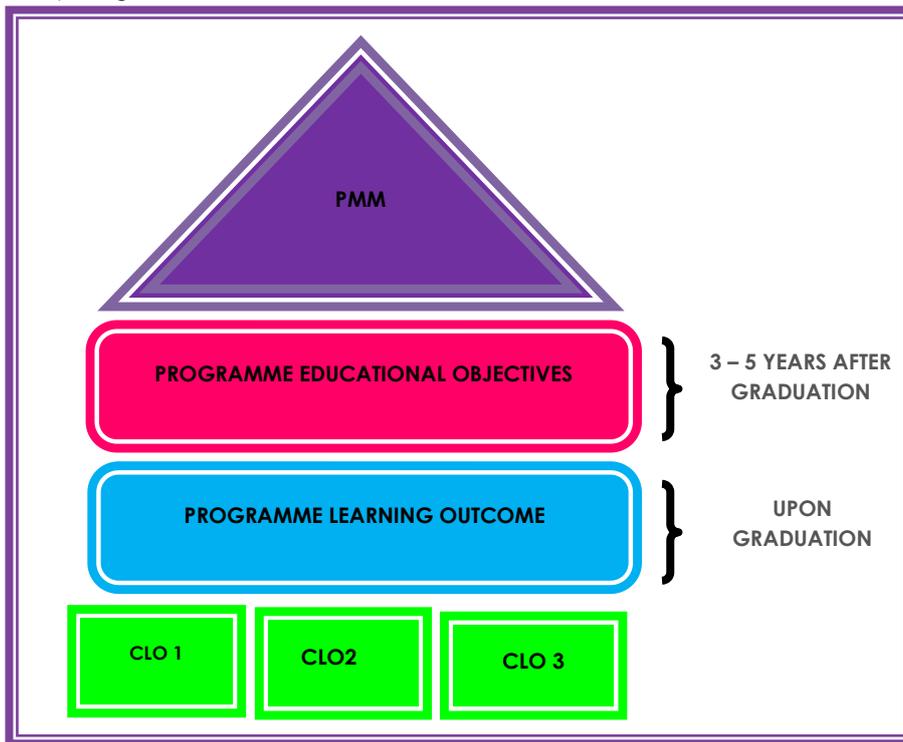


Figure 5.3 : OBE Educational Framework

# OUTCOME BASED EDUCA-

## 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 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 to 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.

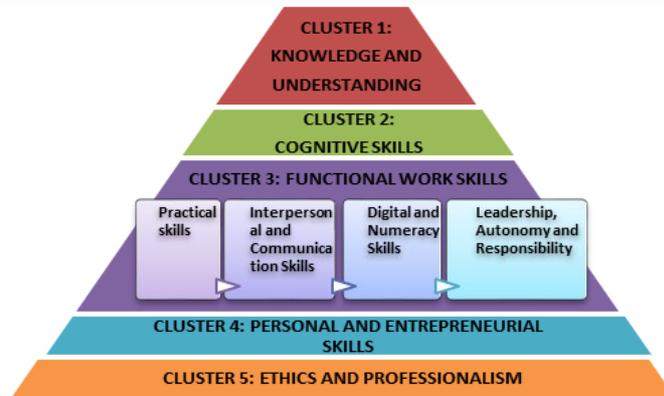


Figure 5.4 :Competency Domain to be applied in MQA Outcomes (Learning Outcomes, LO)

# 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.

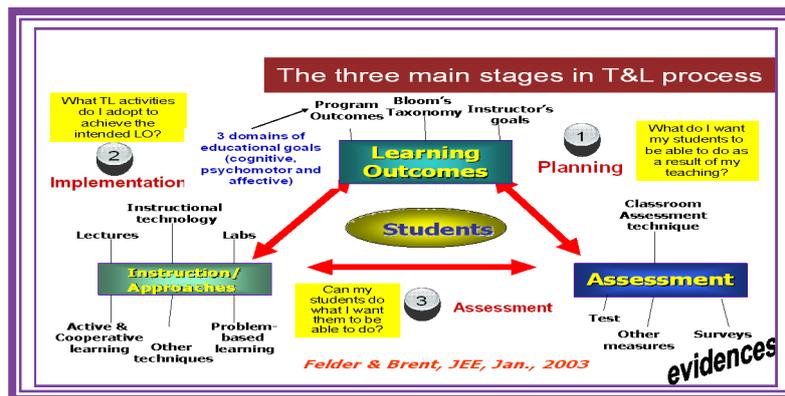


Figure 5.5 : Three Main Stage in Learning and Teaching Process

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



**Computer Reservation System (CRS) Lab**



**Studio**

# FACILITIES



**Culinary Lab**



**Lecture Room**



**Lecture Theater**



**Training Travel Office**



**Recreational Facilities**

# DIPLOMA IN EVENT MANAGE-

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## Programme Information

### Introduction

Event Management is one of the sectors which is increasingly becoming significant player in national and global tourism markets. This programme provides students with the opportunity to develop practical event management skills which covers both theory and operational skills. Students are exposed to multi-disciplines skills as well as technologies used such as event planning and design, event technical, fundraising, incentive tour management and event projects. The Diploma in Event Management is a three-year full-time programme comprising of six semesters course work with one full semester of industrial training. Students are prepared for their future role in the economy by building a solid foundation in event industrial knowledge and the essential skills related to the diverse field of event industry.

### Synopsis

The Diploma in Event Management programme is designed to educate and equip the students with comprehensive knowledge and skills in related fields of event industry such as in administration; operations, marketing, risk management and event project are also emphasized to support creative thinking. Other fundamental aspects of event industry such as tourism and hospitality fundamentals, customer service, safety and health, entrepreneurial development and event greenings are also embedded in this programme. This six semester programme covers a spectrum of applied competencies and abilities associated with the industry at semi-professional skilled of employment. In addition, this programme also incorporates hands-on and experiential learning, and six months of structured industrial training experience that will prepare the students to be competent in this industry.

Most importantly, it is imperative that the graduates acquire the ability to apply their knowledge and competencies in an innovative, creative and responsive to face the wide range of challenges, problems and issues at the workplace.



# DIPLOMA IN EVENT MANAGE-

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## Job Prospects

Diploma in Event Management tailors its graduates for career opportunities that offered a wide range of event settings including hotel, travel and hospitality industries, advertising agencies, public relation firms, news media, integrated marketing and communications, cultural performance companies, destination management companies, events companies, exhibition contractors, Professional Conference Organizers (PCO) and Professional Exhibition Organizers (PEO). Students are provided with integrated knowledge and skills in event industry. These can be applied to a range of careers in the event industries. Potential job positions include:

- a. Event Executive Assistant
- b. Sponsorship Coordinator / Manager
- c. Meeting Planner / Incentive Tour Planner / Conference Planner/ Exhibition Planner/ Special Event Planner
- d. Event Operation Supervisor / Program coordinator e. Trade Fair Coordinator / Symposium Coordinator
- e. Project Manager
- f. Corporate Communication Coordinator

## 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 the national development

## Programme Aims

This program believes that every individual has potential and the programme aims to foster creative and responsible Event Organizer to support the country's aspiration towards promoting local events overseas and international event locally.

# DIPLOMA IN EVENT MAN-

## Programme Educational Objectives (PEO)

The Diploma in Hotel Management programme will produce semi-professionals who are:

- PEO 1: Event Organizer who apply basic knowledge, understanding and operational principles of event in providing solution for event issues and challenges.
- PEO 2: Event Organizer who apply a specific level of practical skills, procedures, digital applications and numerical data to perform related tasks in event industry.
- PEO 3: Event Organizer who alternately adopt either the role of a leader or a team member and communicate effectively in assisting and providing creative solution for event industries.
- PEO 4: Event Organizer who enterprisingly acquire new knowledge and entrepreneurial skills for career advancement and complying with organizational and professional ethics in work and social environment.

## Programme Learning Outcomes (PLO)

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

- PLO 1 : Apply knowledge of event management in operating and managing event
- PLO 2 : Analyse issues and challenges in assisting and providing appropriate solution for event management
- PLO 3 : Perform skills in the event industries
- PLO 4 : Demonstrate effective communication and interaction skills, individually or as member of a team with supervisors, peers and subordinates
- PLO 5 : Display the ability to use digital application and interpret numerical data in related task
- PLO 6 : Demonstrate leadership, autonomy and responsibility by taking alternate role as a leader or member of a diverse team
- PLO 7 : Demonstrate entrepreneurial and good managerial skills in society
- PLO 8 : Integrate professionalism, positive attitudes and values in engaging with society and stakeholders

# PROGRAMME STRUCTURE

COMPONENTS	COURSE CODE	COURSE	CONTACT HOURS			CREDIT
			L	P	T	
<b>SEMESTER 1</b>						
Compulsory	MPU21012	Pengajian Malaysia	1	0	2	2
	DUE10012	Communicative English 1	1	0	2	2
	MPU24XX1	Sukan	0	2	0	1
	MPU24XX1	Unit Beruniform 1				
Common Core	DUW10012	Occupational Safety and Health	2	0	0	2
	DTM10083	Fundamentals of Tourism and Hospitality	3	0	0	3
	DTM10203	Customer Service for Tourism and Hospitality	2	2	0	3
Discipline Core	DTE10073	Introduction to Event Management	2	2	0	3
Elective		Elective				2
<b>TOTAL</b>			<b>18</b>			
<b>SEMESTER 2</b>						
Compulsory	MPU23072	Pelancangan dan Hospitaliti Dalam Islam*	1	0	2	2
	MPU23042	Nilai Masyarakat Malaysia**				
	MPU22012	Entrepreneurship	1	0	2	2
	MPU24XX1	Kelab/Persatuan	0	2	0	1
	MPU24XX1	Unit Beruniform 2				
Common Core	DTM40123	Principles of Accounting for Tourism and Hospitality	2	0	2	3
	DTM50153	Tourism and Hospitality Marketing	2	2	0	3
Discipline	DTE20083	Crowd Management	2	2	0	3
Core	DTE30163	MICE	1	4	0	3
<b>TOTAL</b>			<b>17</b>			
<b>SEMESTER 3</b>						
Compulsory	DUE30022	Communicative English 2	1	0	2	2
Common Core	DYA30073	Green Technology Compliance	2	0	2	3
Discipline Core	DTE30103	Event Marketing	2	2	0	3
	DTE30114	Event Design	1	6	0	4
	DTE30123	The Practice of Public Relations	2	2	0	3
	DTE20093	Protocol and Etiquette	2	0	2	3
<b>TOTAL</b>			<b>18</b>			
<b>SEMESTER 4</b>						
Discipline Core	DTE40134	Event Fundraising and Sponsorship	1	6	0	4
	DTE40144	Event Planning	2	4	0	4
	DTE40173	Event Logistics	1	4	0	3
	DTE40193	Event Risk Management	3	0	0	3
	DTE40184	Event Publication	1	6	0	4
<b>TOTAL</b>			<b>18</b>			

# PROGRAMME STRUCTURE

COMPONENTS	COURSE CODE	COURSE	CONTACT HOURS			CREDIT
			L	P	T	
<b>SEMESTER 5</b>						
Compulsory	DUE50032	Communicative English 3	1	0	2	2
Common Core	DTF40072	Muslim Friendly Hospitality Practice	1	2	0	2
Discipline Core	DTE50204	Production Management	1	6	0	4
	DTA40183	Human Resource Management	3	0	0	3
	DTE50164	Event Project	1	6	0	4
<b>TOTAL</b>			<b>15</b>			
<b>SEMESTER 6</b>						
Industrial Training	DUT60019	Industrial Training	0	0	0	9
<b>TOTAL</b>			<b>9</b>			
<b>TOTAL CREDIT VALUE</b>						<b>95</b>

	Total Credit	%
i. (a) Compulsory	14	15%
(b) Compulsory (Bahasa Kebangsaan A) <sup>b</sup>	2 <sup>b</sup>	0%
ii. Common Core	19	20%
iii. Discipline Core	51	54%
iv. Specialization	0	0%
<b>Total Credit</b>	<b>84</b>	
v. (a) Electives	2	2%
(b) Free Electives <sup>a</sup>	2 <sup>a</sup>	0%
vi. Industrial Training	9	9%
<b>Grand Total Credit</b>	<b>95</b>	<b>100%</b>

	Total Hours	%
i. Lecture	36	37%
ii. Practical	58	59%
iii. Tutorial	4	4%
<b>Total Contact Hours</b>	<b>95</b>	<b>100%</b>

**Legend:**

**L** : Lecture, **P** : Practical / Lab, **T** : Tutorial, **O** : Others  
(The numbers indicated under L, P, T & O represent the contact hours per week, to be used as a guide for time table preparation).

<sup>a</sup>For Muslim Students

<sup>b</sup>For Non Muslim Students

**Notes:**

- The minimum and maximum credit value of Electives must be referred to the programme standard or professional bodies.
- \*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.
- \*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.
- Co-curriculum pathways:
  - Path 1 : Sport and Club
  - Path 2 : Uniform Unit (Students are required to **PASS** Uniform Unit 1 as a prerequisite to Uniform Unit 2)
- Clusters:
  - CLS1 : Knowledge & Understanding
  - CLS2 : Cognitive Skills
  - CLS3a : Practical Skills
  - CLS3b : Interpersonal & Communication Skills
  - CLS3c : Digital & Numeracy Skills
  - CLS3d : Leadership, Autonomy & Responsibility
  - CLS4 : Personal & Entrepreneurial Skills
  - CLS5 : Ethics & Professionalism

## SYNOPSIS & COURSE LEARNING

EMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	FUNDAMENTAL OF TOURISM AND HOSPITALITY DTM10083	3	<p><b>FUNDAMENTALS OF TOURISM AND HOSPITALITY</b> exposes students to the foundation of tourism and hospitality sectors, including the significance of tourism to the host and global communities. Students are also introduced to the career, academic and entrepreneurial prospects which exist in the industry. The reality of workplace demands and employability skills in the tourism and hospitality profession are also shown. Students are exposed to the importance of sustainable tourism practice in tourism and hospitality. Students are given the opportunity to gain experience through talks on tourism and hospitality industry delivered by invited guest speakers.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. identify fundamental components of tourism and hospitality from various perspectives (C1, PLO1)</li> <li>2. recognize the roles of tourism and hospitality businesses, impact, current trends and future outlook for global tourism and hospitality (C2, PLO2)</li> <li>3. discuss the career opportunities, issues and challenges in tourism and hospitality effectively (A2, PLO7)</li> </ol>
	CUSTOMER SERVICE FOR TOURISM AND HOSPITALITY DTM10203	3	<p><b>CUSTOMER SERVICE FOR TOURISM AND HOSPITALITY</b> exposes students to skills required for establishing a specific career path offered through personal and professional development. Student should be given knowledge and basic understanding on how customer service being established practiced and organized in the hospitality and tourism industry. Students also should be able to demonstrate positive and hospitable attitude that has been practiced in hospitality and tourism industry and how the public sector is responding to them.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. demonstrate knowledge related to the customer service in tourism and hospitality profession (C3, PLO1)</li> <li>2. display effectively skill and technique of ethic, social etiquette and handling customer complaints in customer service (P2, PLO3)</li> <li>3. present effectively communication skill of hospitality service culture in tourism and hospitality industry (A2 PLO4)</li> </ol>

# SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	INTRODUCTION TO EVENT MANAGEMENT DIE 10073	3	<b>INTRODUCTION TO EVENT MANAGEMENT</b> introduces the concept and characteristic of event management. It explains the size and types of event and the impact to community. The course also looks at the roles and responsibilities of public, private and voluntary bodies in event industry. Students will also be exposed to the career and entrepreneurial opportunities, issues and challenges in event industry	Upon completion of this course, student should be able to:  1. explain the definition and context of event management in the event industry (C2, PLO1)  2. identifies effectively the event feasibility and impact of event industry. (P1, PLO3)  3. describe event concept and nature of event industries (A4, PLO74)
	OCCUPATIONAL SAFETY AND HEALTH DUW10012	2	<b>OCCUPATIONAL SAFETY AND HEALTH</b> course is designed to impart understanding of the self-regulatory concepts and provisions under the Occupational Safety & Health Act (OSHA). This course presents the responsibilities of workers in implementing and complying with the safety procedures at work. Understanding of notifications of accidents, dangerous occurrence, poisoning and diseases and liability for offences will be imparted upon students. This course will also provide an understanding of the key issues in OSH Management, Incident Prevention, Fire Safety, Hazard Identification Risk Control and Risk Assessment (HIRARC), Workplace Environment and Ergonomics and guide the students gradually into this multi-disciplinary science.	Upon completion of this course, students should be able to  1. Explain briefly Occupational, Safety and Health (OSH) procedures, regulation and its compliance in Malaysia. (C2, CLS 1)  2. Initiates incident hazards, risks and safe work practices in order to maintain health and safe work environment. (A3, CLS 5)  3. Demonstrate communication skill in group to explain the factor that can lead to accident in workplace. (A3, CLS 3b)

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
2	DTM 40123 PRINCIPLES OF ACCOUNTING FOR TOURISM AND HOSPITALITY	3	<p><b>PRINCIPLES OF ACCOUNTING FOR TOURISM AND HOSPITALITY</b> provides basic accounting concepts and principles as well as green accounting in various business transactions. This course gives emphasis on fundamental accounting system and accounts recording procedures generally used within the tourism and hospitality industry.</p>	<p>Upon completion of this course, student should be able to:</p> <ol style="list-style-type: none"> <li>1. discuss the concepts and principles for account accounting standards in recording a tourism and hospitality business transaction (C2,PLO1)</li> <li>2. manage ledger, trial balance, adjustment and financial statement according to a complete accounting cycle(C4, PLO2)</li> <li>3. develop leadership and teamwork skills through the process of sponsorship in event management (A4,PLO7)</li> </ol>
	DTM 50153 TOURISM AND HOSPITALITY MARKETING	3	<p><b>TOURISM AND HOSPITALITY MARKETING</b> provides knowledge on theories, concepts and strategies applied in marketing tourism and hospitality product and services. The current practices and methods of professional selling provide opportunities to practice and develop communication skills, organizational skills, and other skills necessary to succeed in any career particularly in the profession of selling. The course focuses on the use of eight marketing mix (8Ps) strategies, consumer behavior, marketing research, market segmentation and positioning and marketing plan in tourism and hospitality industry.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. acquire accurate knowledge and understanding of the concepts of marketing, marketing mix, marketing information system, marketing research, marketing segmentation and marketing positioning in tourism and hospitality (C3, PLO2)</li> <li>2. organize marketing plan and sales for tourism and hospitality (P4, PLO5)</li> <li>3. develop entrepreneurial skill in social media marketing for tourism and hospitality products and services (A4, PLO7)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
2	DTE 20083 CROWD MANAGEMENT	3	<p><b>CROWD MANAGEMENT</b> provides knowledge and understanding of crowd management and the importance of planning effective crowd management in any kind of event. Students will also learn about safety in crowd management, crowd control, communication in crowd management and crowd monitoring and able to develop crowd management proposal for appointed event.</p>	<p>Upon completion of this course, student should be able to:</p> <ol style="list-style-type: none"> <li>1. explain knowledge and understanding crowd management correctly (C2, PLO1)</li> <li>2. organize crowd control, crowd monitoring and crowd safety management plan for an event (P3, PLO3)</li> <li>3. propose an appropriate proposal of crowd management plan for an event (A3, PLO6)</li> </ol>
	DTE30163 MICE	3	<p><b>MICE</b> provides basic essential skills in handling various types of Meetings, Incentives, Conventions and Exhibitions in the event industry. Students are required to prepare MICE activity that is beneficial to organization environmentally. This course also looks at how to operationalize green MICE in the event industry.</p>	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. apply the basic concept of MICE operation and management in events (C3, PLO2)</li> <li>2. perform efficient MICE activities that give impact to event management (P4, PLO3)</li> <li>3. demonstrate leadership and responsibility skills in planning, implementation and post-event in MICE . (A3, PLO6)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	PROTOCOL AND ETIQUETTE DTE20093	3	<b>PROTOCOL AND ETIQUETTE</b> explains the importance of protocol and etiquette in events. Students learn the protocol requirements in various events such as seating arrangement, honorific, speech writing and royal language (Bahasa Istana). This course also provides information to the students of the do's and don'ts of attending events	Upon completion of this course, student should be able to:  1. elaborate the correct protocol and etiquette in events. (C2, PLO1)  2. demonstrate the correct protocol and etiquette in events. (C3, PLO2)  3. practice the correct etiquette in attending events. (A2, PLO8)
	EVENT MARKETING DIE30103	3	<b>EVENT MARKETING</b> exposes students to the principles and practical understanding of the formulation of event marketing process. The students also learn numerous communication tools such as advertising, public relations, publicity, sales promotion, merchandising, personal selling, sales management, direct marketing, interactive or internet marketing to enable successful communication with the customers.	Upon completion of this course, student should be able to:  1. acquire the elements of marketing in event management accurately. (C3, PLO2)  2. perform marketing strategies for appointed event using multiple approaches successfully. (P4, PLO3)  3. adopt trends in marketing strategies in event management. (A3, PLO7)

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	DTE30114 EVENT DESIGN	3	<p><b>EVENT DESIGN</b> incorporates the concept, principles, basic elements, and the process of event design into an effective and functional event. Students also look at how to choose the right design and décor techniques, select the appropriate entertainment, how to make styling easy with style layers and select the existing technologies which will really give event that all important edge. Students are also required to implement event design skill in managing an event.</p>	<p>Upon completion of this course, student should be able to:</p> <ol style="list-style-type: none"> <li>1. demonstrate a multisensory environment, incorporating the theme with the use of event design skill. (C3,PLO2)</li> <li>2. organize an event by implementing the event design components of an engaging experience to achieve the purpose, goals, and objectives for an event. (P4, PLO3)</li> <li>3. discuss the managerial and entrepreneurial skills of event design. (A2, PLO7)</li> </ol>
	DTE 30123 THE PRACTICE OF PUBLIC RELATION	3	<p><b>THE PRACTICE OF PUBLIC RELATIONS</b> covers the technical knowledge of theory, history, processes and practices, judgmental skills, and personal relationships that underlie public relations. Students learn the essential in building trust and respect of diverse communities in the twenty-first century.</p>	<p>Upon completing this course students should be able to:</p> <ol style="list-style-type: none"> <li>1. discuss the concepts and principles for accounting based on the accounting standards in recording a tourism and hospitality business transaction (C2, PLO1)</li> <li>2. manage ledger, trial balance, adjustment and financial statement according to a complete accounting cycle (C4,PLO2)</li> <li>3. display digital and numerical application in preparing complete accounting standards (P3, PLO5)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
3	GREEN TECHNOLOGY COMPLIANCE DYA30073	3	<p><b>GREEN TECHNOLOGY COMPLIANCE</b> 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>	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. explain green fundamentals and practices of green technology (C3, CLS 2)</li> <li>2. display green technology and practices concept in related areas within the industry in Malaysia (P4, CLS 3a)</li> <li>3. demonstrate green economy and green culture challenges to implement green programmes (A3, CLS 3b)</li> <li>4. propose design project through presentation drawings, models and verbal communication (A3, PLO3)</li> </ol>
4	EVENT FUNDRAISING AND SPONSORSHIP DTEA0134	3	<p><b>EVENT FUNDRAISING AND SPONSORSHIP</b> introduces the types of fundraising and sponsorship, its importance, benefits, and key success factor. History and trend of fundraising and sponsorship are also includes. Student also learn how to develop financial resources. The course also looks at the process of sponsorship, programme funding and programme donor. Students are also exposed to the implementation of fundraising and sponsorship programmes in managing events.</p>	<p>Upon completion of this course, student should be able to:</p> <ol style="list-style-type: none"> <li>1. carry out fundraising and sponsorship activities in managing event (C3,PLO2)</li> <li>2. organizes fundraising and sponsorship programmes for event projects(P4, PLO3)</li> <li>3. develop leadership and teamwork skills through the process of sponsorship in event management (A4,PLO7)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
4	DTE40144	4	<p><b>EVENT PLANNING</b> covers the basic knowledge and understanding of planning process. Through this course, students learn to prepare event budgets, set event objectives and collaborate with business professionals to organize successful events. The course also looks at the operational planning and marketing planning as well as managing, implementing and evaluating the event. Students will also propose and organize an event independently.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. determine knowledge and information of event planning components accurately (C4, PLO2)</li> <li>2. build important information in writing a systematic proposal and framework for community event proposal appropriately(P4, PLO3)</li> <li>3. develop the event proposal to align with the social skills and problem solving skills in selling the event proposal confidently (A4, PLO6)</li> </ol>
	DTE40173	3	<p><b>EVENT LOGISTIC</b> introduces the objective, process and basic steps of site management. It explains the criteria and consideration of logistic selection. The course also looks at the venue layout, venue location and set-up. Students are also being exposed to the elements of event logistics system and event logistics planning.</p>	<p>Upon completion of this course, student should be able to:</p> <ol style="list-style-type: none"> <li>1. apply the process of event logistic management (C3, PLO2)</li> <li>2. organize the process of logistic management plan for venue of event (P4, PLO3)</li> <li>3. explain related managerial skills in logistic management for events (A3, PLO7)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
4	DTE40193	3	<p><b>EVENT RISK MANAGEMENT</b> covers the basic concept and application of risk management plan. Students learn the fundamental techniques and strategies in risk management, risk management plan, analyze risks, develop contingency plan, manage emergencies, health and safety requirement in outdoor event.</p>	<p>Upon completion of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. explain risk management concept in events (C2, PLO1)</li> <li>2. provide clear risk techniques and strategies in event management (C3, PLO2)</li> <li>3. describe related information in risk management plan for an event. (A3, PLO7)</li> </ol>
	DTE40184	4	<p><b>EVENT PUBLICATION</b> exposes students to the publication of event promotion materials and electronic publication. It equips students with technical skills of developing, designing and producing the related media. It also covers the marketing activities and sales techniques, not forgetting the business processes of publication in the event industry.</p>	<p>Upon completion of this course, student should be able to:</p> <ol style="list-style-type: none"> <li>1. determine the concepts, roles and processes required in event publication (C4,PLO2)</li> <li>2. perform event publication techniques. (P4, PLO3)</li> <li>3. demonstrate effective communication in producing event publication(A3,PLO4)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
5	MUSLIM FRIENDLY HOSPITALITY PRACTICE DIF40072	2	<p><b>MUSLIM FRIENDLY HOSPITALITY PRACTICE</b></p> <p>course emphasize on specific services and product which must be taken into consideration and provided by tourism and hospitality businesses. This course covers the application of Muslim friendly hospitality services in various service sectors of tourism and hospitality businesses such as accommodation, foodservice, travel services, recreation, transportation, entertainment and public places. This course will also study, analyze and identify creative solution on issues and/or challenges, related to the implementation of Muslim friendly hospitality services</p>	<p>Upon completion of this course, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. determine the key elements of Muslim Friendly Practice needed within tourism and hospitality environment (C4,PLO2)</li> <li>2. display Muslim Friendly Practice in hospitality and tourism service according to requirement (P3,PLO3)</li> <li>3. demonstrate Muslim Friendly Practice in hospitality and tourism service ethically (A3,PLO8)</li> </ol>
	HUMAN RESOURCE MANAGEMENT DIA40133	3	<p><b>HUMAN RESOURCE MANAGEMENT</b></p> <p>expose students to various topics on leadership, recruitment, selection, training, performance appraisal, payment system and rewards. Students are also introduced to the benefits, reward and industrial relation during the course of this study. They will also learn the turnover rate method and stability index which is useful in management human resource.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. ascertain the importance of human resource management in a hospitality business environment. (C3,PLO1)</li> <li>2. determine the issues and challenge of human resource management in hospitality operation. (C4,PLO2)</li> <li>3. explain an understanding from ethical perspective of human resource management in hospitality operation. (A3,PLO8)</li> </ol>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
5	PRODUCTION MANAGEMENT DTE50204	4	<p><b>PRODUCTION MANAGEMENT</b> focuses on definition, concept, process, terminologies and the importance of technical and production management. Students are exposed to the preparing of technical equipment and staging requirement in event technical operation. It explains thoroughly the technical personnel task, roles and responsibilities in event operation. The course also looks at the discussion of latest technologies applied in event technical production in organizing an event</p>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. explain knowledge and information related accurately to preparing technical equipment and staging requirement in event operation (C2, PLO1)</li> <li>2. organizes staging, technical equipment and production management process effectively in event production (P4, PLO5)</li> <li>3. explain technical equipment and staging requirement clearly in event production. (A3, PLO8)</li> </ol>
	EVENT PROJECT DTE50154	4	<p><b>EVENT PROJECT</b> exposes students to the running of event. It emphasizes in coordinating resources and technical preparation based on proposals of previous semester. Students learn to plan, manage and run events and evaluate factors that contribute to the success and failure of event. Students are also required to produce final report and make presentation.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. analyze the ability to work in team, write report and make presentation correctly (C4, PLO2)</li> <li>2. integrate the ability to perform task and duty on site and running the events based on schedule and resources accurately (P6, PLO3)</li> <li>3. organize an event successfully according to systematic planning coordination and process (A4, PLO6)</li> </ol>

## SYNOPSIS & COURSE LEARNING

EMESTER	COURSE	CREDIT	SYNOPSIS	CLO
6	DUT6001 9 INDUSTRIAL TRAINING	9	<p><b>INDUSTRIAL TRAINING</b> 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 and information management, as well as self-management and entrepreneurial mind at the workplace.</p>	<p>Upon completion of this course students should be able to:-</p> <ol style="list-style-type: none"> <li>1. perform duties in accordance with job requirements at the workplace( P4 ,CLS 3a )</li> <li>2. display effective communication and social skills at the workplace ( A5 ,CLS 3b )</li> <li>3. integrate values, attitudes and professionalism effectively at the workplace (A4, CLS 5)</li> <li>4. develop responsibility of leadership and teamwork at the workplace (A4, CLS 3d)</li> <li>5. organize information management appropriately at the workplace (P4, CLS 3c)</li> <li>6. integrate lifelong learning skills and entrepreneurial mind at the workplace (A4, CLS 4)</li> </ol>
	DUD10012 DESIGN THINKING	2	<p><b>DESIGN THINKING</b> through experiential learning. Students learn the five iterative phases of Design Thinking, which are Empathy, Define, Ideate, Prototype and Testing. Students will apply these design thinking principles, process and techniques to solve a real-world problem and come up with an innovative solution in the form of a product, system or service prototype.</p>	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply design thinking principles, process and techniques to solve a real-world problem innovatively (C3, CLS 2)</li> <li>2. Demonstrate the ability to communicate ideas in solving a real-world problem (A3, CLS 3b)</li> <li>3. sketch building component consist of construction on timber and steel. (P4, PLO2)</li> </ol>

# HIGHER ACADEMIC PATH-

## 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"> <li>• B.Sc. (Hons.) Event Management</li> <li>• B.Sc. (Hons.) Tourism Management</li> </ul>	<b>Universiti Teknologi MARA (UITM)</b> 40450 Shah Alam, Selangor Darul Ehsan, Malaysia Tel : (6)03-55442000 www.uitm.edu.my
	<ul style="list-style-type: none"> <li>• Bachelor of Event Management (Hons)</li> <li>• Bachelor of Hospitality Management (Hons.)</li> <li>• Bachelor of Tourism Management (Hons)</li> </ul>	<b>Universiti Utara Malaysia</b> , 06010 UUM Sintok, Kedah Darul Aman, MALAYSIA Tel: +604-9288158 /8159/8160 Fax : +604-928 8163 Email: colgis_pphas@uum.edu.my Web: www.uum.edu.my
	<ul style="list-style-type: none"> <li>• Bachelor of Event Management (Hons)</li> </ul>	Management and Science University (MSU) Off Persiaran Olahraga, 40100 Shah Alam, Selangor TEL: +(603) 5521 6868 www.msu.edu.my
	<ul style="list-style-type: none"> <li>• Bachelor of Tourism Management and International Hospitality</li> </ul>	<b>Politeknik Ibrahim Sultan</b> KM 10, Jln Kong Kong, 81700 Pasir Gudang, Johor Darul Takzim, MALAYSIA. Tel: +607-2612488 Fax: +607-2612402

# 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.

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# FACILITIES



**TECC**



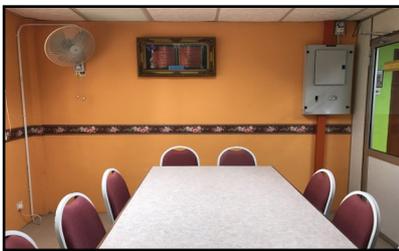
**Computer Laboratory**



**Classroom**



**Science Laboratory**



**Discussion Room**



**Lecturer Meeting Room**



**Prayer Room**



**Gazebo**

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	D8C20012	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



## 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. In addition, Arabic Language and Mandarin courses are currently offered as an elective subject for the Tourism and Hospitality Department's students.

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 22 lecturers while the Islamic Education and Moral Studies unit has a total number of 20 lecturers. Furthermore, the department has two language laboratories 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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# 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	Pelancongan dan Hospitaliti dalam Islam* MPU23072	2	<p>PELANCONGAN DAN HOSPITALITI DALAM ISLAM memberi pengetahuan tentang konsep Islam sebagai al-Din dan seterusnya membincangkan konsep pelancongan dan hospitaliti mengikut perspektif Islam. Ia merangkumi penyediaan rumah penginapan, makanan, layanan terhadap tetamu dan hubungan alam sekitar dalam bidang pelancongan. Seterusnya membincangkan konsep asas kaedah fiqh, nilai-nilai kebersihan dan estetika Islam dalam bidang tersebut</p>	<p>CLO1 : Melaksanakan dengan yakin amalan Islam dalam kehidupan seharian ( A2 , CLS 4 )</p> <p>CLO2 : Menerangkan etika dan profesionalisme berkaitan pelancongan dan hospitaliti dalam Islam (A3 ,CLS 5 )</p> <p>CLO3 : Menghubungkan minda ingin tahu dengan prinsip syariah dalam bidang pelancongan dan hospitaliti menurut perspektif Islam ( A4 , CLS 4 )</p>
	Nilai Masyarakat Malaysia** MPU23042	2	<p>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>	<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 : Menghubungkan minda ingin tahu dengan cabaran 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>
5	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>

## SYNOPSIS & COURSE LEARNING

SEMESTER	COURSE	CREDIT	SYNOPSIS	CLO
1	Bahasa Keangsaan A MPU22042	2	BAHASA KEBANGSAAN A menawarkan kemahiran berbahasa dari aspek mendengar, bertutur, membaca dan menulis sesuai dengan tahap intelek pelajar, serta meningkatkan kecekapan berbahasa dalam konteks rasmi dan tidak rasmi.	CLO1 : Menunjukkan cara berinteraksi yang baik dalam pelbagai situasi ( A3 , CLS 3b )  CLO2 : Menulis pelbagai jenis bentuk penulisan dengan jelas dan bersistematik ( A2 , CLS 3b )  CLO3 : Menunjukkan kaedah bertutur dalam komunikasi lisan dengan sebutan dan intonasi yang betul ( A3 , CLS 4 )

# UNIT OF SPORTS, CO CUR-

## 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.

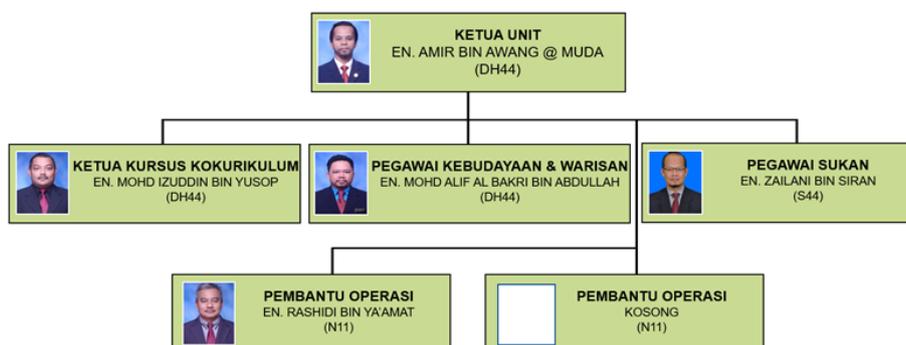
The cultural and heritage sub-unit is responsible for the management and organization of the implementation of arts and cultural programmes in PMM. This sub-unit also helps students and polytechnics in particular in the handling of protocol and etiquette such as convocation ceremony.

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En. Zailani bin Siran Sports Officer	Ext : 1222 Email: zailani@pmm.edu.my
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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 DE-

## Introduction

Department of Student Affair 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](http://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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# 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 organizing workshops related to examination such as Assessments and Vetting Workshop which is organized 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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Dewi Muhiani binti Tumiran Examination Officer (Records & Certification)	Ext :1041 Email : dewimuhani@pmm.edu.my
Norarsaliana binti Arbain Examination Officer (Assessment Management)	Ext :1042 Email : norarsaliana@pmm.edu.my



# UNIT OF TRAINING & CONTIN-

## 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.

CONTACT PERSON	CONTACT NO
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Hazreen bin Othman Training & Continuing Education Officer	Ext : 1151 Email : hazreen@pmm.edu.my



# 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

CONTACT PERSON	CONTACT NO
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Rominah Binti Ghani Assistant librarian	Ext :1122 Email : rominah@pmm.edu.my



# UNIT OF PSYCHOLOGY MAN-

## Introduction

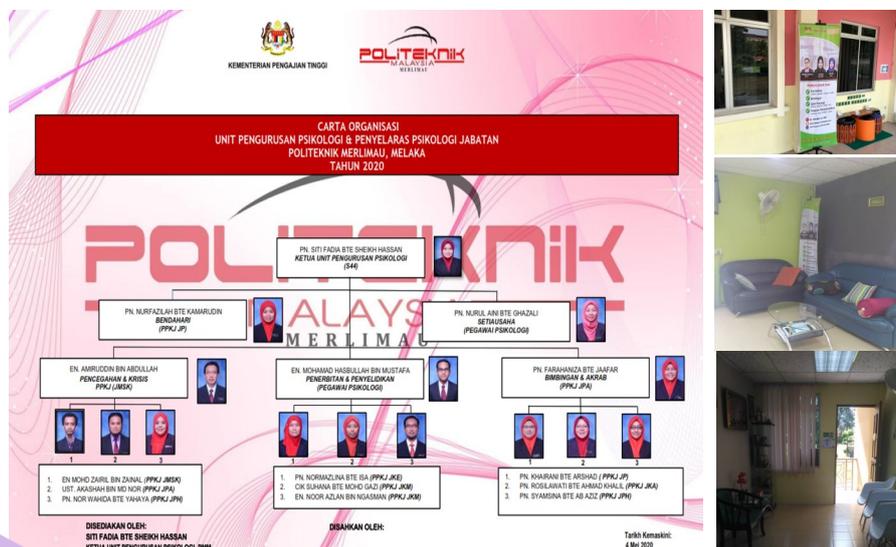
Psychology Management Unit Politeknik Melimau, Melaka is an academic support unit which works in the development and soft skills for both students and staff.

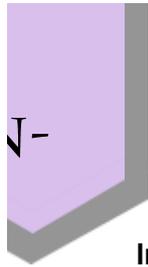
Currently, Management Psychology comprises 3 Psychology Officer and is one unit under the supervision of Head of the Student Affairs Department and the Deputy Director (Academic Support).

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 IN-

## Introduction

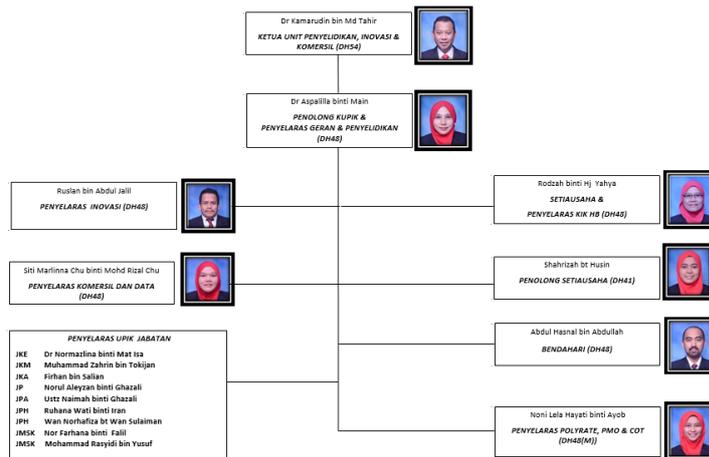
Research Unit, Innovation and Commercial (UPIK) created by the system of Polytechnic Education Department, Ministry of Higher Education to inculcate the culture of research at the polytechnic. UPIK plan an important role as a centre of coordination of research, innovation and commercial lecturers and 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 PENYELIDIKAN, 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.



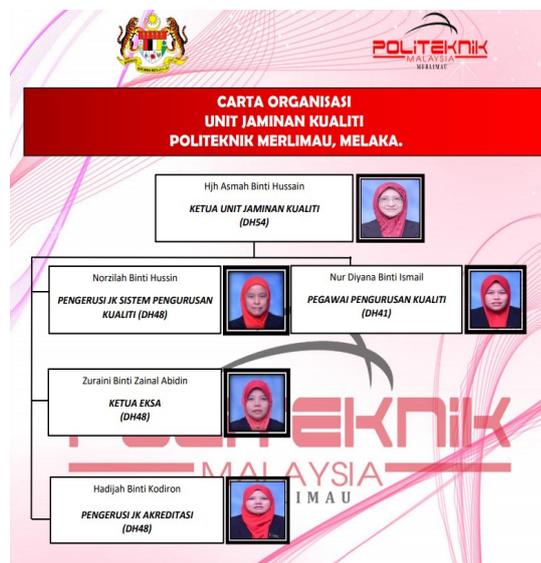
# UNIT OF QUALITY ASSUR-

## 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.

CONTACT PERSON	CONTACT NO
Mohd As'ri Bin Chik Head of CISEC	Ext : 1160 Email: mohdasri@pmm.edu.my
Azuan Binti Alias CISEC Officer	Ext : 1163 Email: azuan@pmm.edu.my





# UNIT OF

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## 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

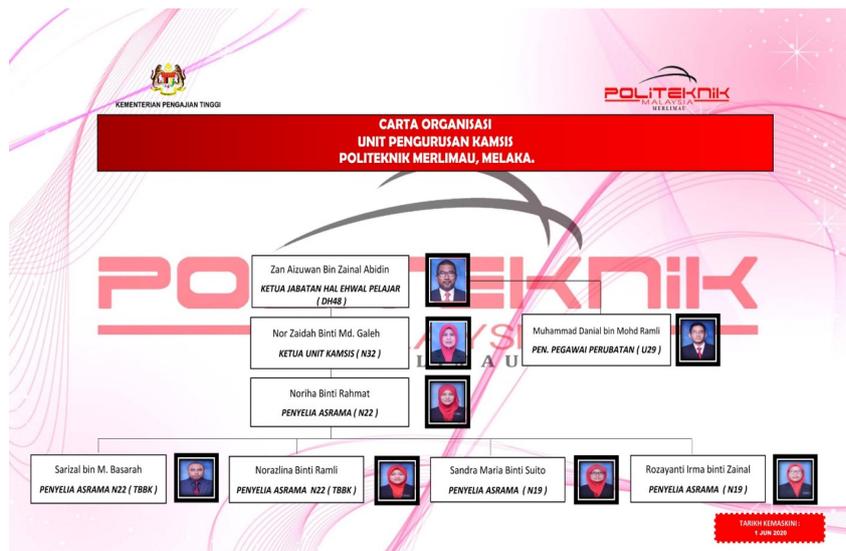
- 1) Applications can be made online via the Student Information Management System (SPMP) in PMM portal.
- 2) Completed forms that have been submitted online must also be printed and sent to the Office of Management Kamsis before the closing date, together with other supporting documents such as:
  - 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

## 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.



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