

# **PROGRAMME STRUCTURE & COURSE SYNOPSIS**

Executive Bachelor in Business Management  
(EBBM)

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**ICCE**

**International Islamic University Malaysia**

## PROGRAMME STRUCTURE FOR EBBM

### Semester 1

INFO 2010	Information Technology
ECON 1140	Statistical Methods
LE 4000	English for Academic Purposes
MGT 2010	Principles and Practice of Management

### Semester 2

LM 2015	Komunikasi Perniagaan
ECON 1510	Principles of Microeconomic
ECON 1150	Business Mathematics
RKGS 2030	Islamic Worldview

### Semester 3

MKTG 3010	Marketing Principles
ECON 1610	Principles of Macroeconomics
ACC 1310	Financial Accounting
RKGS 2040	Islam, Knowledge & Civilization

### Semester 4

ECON 1710	Foundations of Islamic Economics
ECON 2210	Managerial Economics
INFO 3010	Management Information Systems
RKGS 2050	Ethics and Fiqh for Everyday Life

### Semester 5

MGT 3050	Decision Science
RKUD 3240	Studies of Religion 1
FIN 3010	Financial Management 1
ECON 1340	Transactions in Islamic Economics

### Semester 6

LAW 3112	Malaysian Business Law
MGT 4010	Production Management
FIN 3011	Financial Management II
INFO 4150	System Analysis and Design

### Semester 7

ACC 3555	Cost And Management Accounting
MGT 4110	Organizational Behavior
ECON 3410	Money and Banking
FIN 4020	Investment Analysis

Semester 8

MGT 4650 Entrepreneurship  
ECON 3430 Islamic Banking and Finance  
FIN 4150 Financial Statement Analysis  
MGT 4320 Human Resource Management  
MGT 3390 Project Paper

Semester 9

FIN 4870 Futures, Options and Risk Management  
MGT 4760 Strategic Management  
MKTG 4110 Consumer Behavior  
ECON 4810 Research Methodology  
MGT 3390 Project Paper

**Course Code:** ACC 131

**Course Name:** Financial Accounting

**Course Objective(S)/Synopsis:**

To provide an understanding of the principles and concepts of accounting and the ability to apply them. The course also covers a thorough exposure in basic mechanics of accounting and its application, the underlying theoretical concepts and an ability to prepare financial statements.

Also to present the fundamentals of financial accounting in the following areas: non-trading concerns, manufacturing concerns, partnerships, limited companies, statement of cash flows and financial statements analysis.

**Course Code:** ACC 3555

**Course Name:** Cost & Management Accounting

**Course Objective(S)/Synopsis:**

This course is designed to provide an introduction to management and cost accounting. The emphasis is on the role of cost and management accounting in providing information to managers for decision-making, planning and control.

**Course Code:** ECON 1140

**Course Name:** Statistical Methods

**Course Objective(S)/Synopsis:**

Main objective of this course is to learn basic techniques of descriptive and inferential statistics and apply them to analyze problems normally encountered in business and economics. Students would be exposed to Islamic perspective on statistics and its use by Islamic institutions. In addition, students are required to master use of at least one of the statistical packages.

**Course Code:** ECON 1150

**Course Name:** Business Mathematics

**Course Objective(S)/Synopsis:**

To learn basic mathematical tools frequently used in economics, business and management studies. Apply the tools to solve real-life problems confronted by students of economics and business studies emphasizing their use by Islamic organizations.

**Course Code:** ECON 1340

**Course Name:** Transaction in Islamic Economics

**Course Objective(S)/Synopsis:**

This course is the first course in the series of courses in Islamic law of transactions prepared for the students of economics. The course is designed to examine the historical roots and the systematization of the theory of contract (*aqd plural uqud*) in light of the Islamic law of transactions (fiqh al muamalat). It is also concerned the dichotomy between the legal theory and practice as it, developed from the early countries of Islam. The topics covered an introductory remark on Islamic legal system, the issues of wealth, rights and the theory of ownership (milkiyyah). The discussion will include general principles relating to contracts and producers as laid down by major schools of fiqh.

1. To provide the students with the basic understanding on the foundation of Islamic theory of *aqd*.
2. To provide students with general knowledge of various types of transactions in an Islamic economy.
3. To equip the students with concepts related to transactions namely Islamic legal system, wealth, ownership, rights and contracts.
4. To equip students with the ability to analyze issues in transactions based on the sources as practiced by great scholars.

**Course Code:** ECON 1510

**Course Name:** Principles of Microeconomics

**Course Objective(S)/Synopsis:**

This is an introductory course on economic theory for the undergraduate students covering the areas of managerial economics. It is designed to introduce students to the areas in applied economics like national income determination, fiscal and monetary policies of stabilization, inflation rate, business cycles, international trade and exchange rate determination. Microeconomic issues of demand and production analysis will also be emphasized. The course also aims at providing a critical appraisal of aspects of capitalist economic system in light of basic Islamic values.

**Course Code:** ECON 1610

**Course Name:** Principles of Macroeconomics

**Course Objective(S)/Synopsis:**

This is an introductory on economic theory for the undergraduate students, designed to introduce students to the basic principles, which govern the operation of market-based economic systems. It contains discussion of basic concepts of macroeconomics and appraises students of the tools of analysis as well as fundamental macroeconomics issues and policy alternatives dealing with

these issues. The course also aims at providing a critical appraisal of certain aspects of capitalist system in light of basic Islamic values, if time allows. Emphasis is also placed on helping students prepare for acquiring analytical skill in macroeconomics.

**Course Code:** ECON 1710

**Course Name:** Foundation of Islamic Economics

**Pre-Requisites:** ECON 1510, ECON 1610

**Course Objective(S)/Synopsis:**

This course is meant to provide a conceptual introduction to Islamic economics. It is designed to enable students to understand how Islam and the Islamic worldview permeate all aspects of life, including economics. The basic premise of this course is that the study of Islamic economics proceeds from the Islamic worldview and has to be developed according to a methodology that is founded upon this worldview. Therefore the 'foundations' that need elaboration are the meaning of Islam, the Islamic worldviews, how knowledge is obtained in Islamic scholarship as well as certain fundamental concepts that are interlinked to form the framework of the Islamic economic system.

Since economics deal with the production, consumption and distribution activities of man, these areas will be addressed in the latter part of this course. Other more prominent areas of contemporary Islamic economics such as riba', the various contracts/financial transactions and issues in Islamic banking will also be covered if possible.

**Course Code:** ECON 2210

**Course Name:** Managerial Economics

**Pre-Requisite:** ECON 1510, ECON 1610, ECON 1150, ECON 1140

**Course Objective(S)/Synopsis:**

Major objective of this course is to learn basic theoretical tools, methods of analysis and approaches to problem solving used by professional economist and business analysis. Managerial economics is a multi-disciplinary subject wherein various tools from economics, statistics, econometrics, mathematical economics and decision sciences are combined together. Students of managerial economics are expected to acquire economic thinking and apply it to seek answers to real managerial problems encountered by business community. Managers must be able to obtain process and use relevant information for making intelligent decisions.

**Course Code:** ECON 3410

**Course Name:** Money and Banking

**Pre-Requisite:** ECON 1510, ECON 1610

**Course Objective(S)/Synopsis:**

The course is meant to understand the workings of the financial markets and financial institutions within the financial system to help students interpret current events, predict future financial

development and make better informed decisions as a consumer, saver, borrower or business manager.

The course deals with:

1. The links between the financial system and the economy.
2. Role played by the financial markets
3. Functions of the financial institutions, particularly banks, and
4. Influence of changes in money supply on the economics activity

**Course Code:** ECON 3430

**Course Name:** Islamic Banking and Finance

**Pre-Requisite:** ECON 1710, ECON 3410

**Course Objective(S)/Synopsis:**

The course intends to introduce students the principles of Islamic financing and how they are put in practice in present day banking and insurance industries as well as the money and the capital market. Various Islamic contracts applied to financial instruments will be discussed with the legal constraints taken into consideration. Upon completion of this course, students are expected to have a strong command on the subject of Islamic banking, insurance and investments in Malaysia.

**Course Code:** ECON 4810

**Course Name:** Research Methodology

**Pre-Requisite:** ECON 1140, ECON 1150

**Course Objective(S)/Synopsis:**

The purpose of this course is to help the student become competent in finding, evaluating and applying research findings to a wide variety of problems you may encounter as a student and a working professional. Therefore, this course will introduce you to scientific thinking, research proposal, research design, sources and collection of data, data analysis and presentation of findings.

### **Project**

Every student is required to write a research paper utilizing the acquired knowledge in this course. The paper outline is due on August 13, 1993. The final draft of the paper is due on October 9, 1993.

**Course Code:** FIN 3010

**Course Name:** Financial Management I

**Pre-Requisite:** ECON 1140, ECON 1150, ECON 1510, ECON 1610, MGT 2010, INFO 2010

**Course Objective(S)/Synopsis:**

On completion of the course students will have some knowledge and understanding of the problems of allocating funds and the analytical techniques in making decision in the sources and uses of funds to meet the objective of the business enterprise. The compatibility of conventional finance with Islamic principles and practices will be stressed.

**Course Code:** FIN 3011

**Course Name:** Financial Management II

**Pre-Requisite:** FIN 3010

**Course Objective(S)/Synopsis:**

Continued introduction to theory and practice of financial management with emphasis on long-term financing and such special topics in financial management as capital budgeting, capital structure, leasing, management of working capital and short-term liquidity, issue in Islamic financial management and Malaysian capital market.

**Course Code:** FIN 4020

**Course Name:** Investment Analysis

**Pre-Requisite:** FIN 3010, FIN 3011

**Course Objective(S)/Synopsis:**

The design of this course content assumes students already have a basic understudying of financial management.

The course is designed to:

1. Give students deeper understanding of some concepts which have been introduced in the pre-requisite courses and their role in investment analysis.
2. Equip students with techniques of investment analysis.
3. Expose students to the environment especially in Malaysia.
4. Expose students to the developments and issues of investment from the Islamic perspective.



**Course Code:** FIN 4150

**Course Name:** Financial Statement Analysis

**Pre-Requisite:** FIN 3010, FIN 3011

**Course Objective(S)/Synopsis:**

This course provides an understanding of the techniques of financial statement analysis, focusing upon four main areas - the demand and supply forces underlying the provision of financial statement data, the properties of numbers derived from financial statement information and the features of environment in which these decisions are made.

**Course Code:** FIN 4870

**Course Name:** Future, Options and Risk Management

**Pre-Requisite:** FIN 3010, FIN 3011

**Course Objective(S)/Synopsis:**

1. To expose students to the theoretical and practical knowledge of financial derivative instruments.
2. To provide students with the necessary expertise and appreciation of derivative instruments so as to enable them to seek employment opportunity in this rapidly growing area of the finance sector.

**Course Code:** INFO 2010

**Course Name:** Information Technology

**Course Objective(S)/Synopsis:**

This course concentrates on the technological aspects of computer and communication systems while giving emphasis to state-of-art technology. The advent of end-user computing and networking makes it inevitable for business students to have understanding of computer and communication systems.

This course also emphasis the technological merger of the computer, communications, consumer electronics and entertainment industries thorough the exchange of information in the digital format used by computers. This new phenomenon is known as digital convergence. The theme of convergence covers much of technologies currently found under such phrases as the Information Superhighway, the Multimedia Revolution, the Digital Age and the Internet. The objective is to enable students to indentify, explain and apply these important computer concepts in society, business and their own lives. Attempts will be made to integrate the Islamic perspective on various aspects of the course.

The main objectives of this course are as follows:

1. To create the awareness of the relationship between IT and Islam.

2. To create a natural interest in students to know about the worlds of computers and the other technologies in IT, aware of their importance, their versatility, and their potential for good and ill in our society.
3. To acquire computer literacy-students will learn what computers are, how they work, and their functions. This requires learning some new terminology that will help them to deal with computers and awareness of what is going on in the Information Technology industries.
4. To provide basic computer skill through hands-on lab classes.
5. To serve as the basic ground for students in making evaluation of different opinions for procurement of computers and their peripheral components.

**Course Code:** INFO 3010

**Course Name:** Management Information Systems

**Pre-Requisite:** MGT 2010, INFO 2010

**Course Objective(S)/Synopsis:**

There was a time when use of computers and information technology was isolated in specialized Computer Departments. However over past 20 years, information technology has played an increasingly important role in all areas of business. As a result, it is now essential for all managers to have a basic understanding of information systems if only to ensure that they can effectively use the systems present in their organizations.

The purpose of this course is to provide students with the skills they will need to work with management information systems (MIS) and apply information technology to a wide variety of business problems.

**Course Code:** INFO 4150

**Course Name:** System Analysis and Design

**Pre-Requisite:** INFO 2010, INFO 3010

**Course Objective(S)/Synopsis:**

Students will be exposed to major aspects of analysis, design and implementation of information systems for organizations. Major emphasis shall be on tasks involved in system analysis and design and on relationships between designers and users of a system. This course also focuses on the practical aspect of system development methodology, the nature of systems development, and tools for systems analysis.

**Course Code:** LAW 3112

**Course Name:** Malaysian Business Law

**Course Objective(S)/Synopsis:**

Business organization and trade industries play an important role in achieving and stimulating further economic success in this technological era of Malaysia and the B.B.A programme of IIUM intends to contribute towards the noble vision of Malaysian government to produce able graduates who are equipped with the skills and knowledge in business. But mere business and management skills and knowledge may not provide guaranteed instrument for the administrators to manage business organization dynamically without incorporating relevant business rules and regulations. Hence it is desirable and timely to introduce a course which covers the essential components of the business related applied laws for the programme of EBBM.

**Course Code:** LE 4000

**Course Name:** English for Academic Purpose

**Course Description:**

This course is intended for undergraduate students who are required to pursue their degree studies in Arabic/English. The course focuses primarily on the literacy skills of **research-reading** and **extended writing** with a secondary focus on formal oral **presentation skills**. It is organized around a set of five themes, which enable the student to consider important social and scientific issues from both an academic and Islamic point of view.

**Course Code:** LM 2015

**Course Name:** Bahasa Melayu Komunikasi Perniagaan

**Course Description:**

LM 2015 adalah kursus Bahasa Melayu khusus untuk pelajar-pelajar Kulliyyah Ekonomi & Sains Pengurusan. Tumpuan kursus adalah untuk memberi kemahiran kepada pelajar-pelajar supaya mereka berkeupayaan menguasai kemahiran mendengar, bertulis dan bertutur serta mampu berkomunikasi secara berkesan selaku seorang komunikator.

1. Untuk memperkukuhkan kefasihan pelajar-pelajar menyampaikan idea/pendapat dalam pengucapan awam.
2. Untuk membangkitkan kesedaran mereka terhadap struktur penulisan berformat seperti format penulisan kertas kerja, laporan & minit mesyuarat.
3. Untuk member peluang kepada pelajar-pelajar berinteraksi secara berkumpulan serta turut secara menyumbangkan fikiran seperti dalam pengendalian seminar dan pengacaraan majlis.
4. Untuk memperdalam disamping menyedarkan pelajar-pelajar akan penggunaan laras Bahasa dan gaya Bahasa yang berbeza-beza mengikut kesesuaian situasi.
5. Meningkatkan keterampilan menulis serta mengukuhkan kemahiran mendengar dan bertutur.
6. Menyuburkan kesantunan Bahasa dalam lisan dan tulisan.

**Course Code:** MGT 2010

**Course Name:** Principles and Practice of Management

**Course Objective(S)/Synopsis:**

The purpose of this course to establish a broad awareness of the principles central to the practice of management in the contemporary world to introduce the management functions of planning, organizing, directing, communicating and controlling as well as to relate management principles and practices to the Islamic teachings.

**Course Code:** MGT 3050

**Course Name:** Decision Science

**Pre-Requisite:** ECON 1150, ECON 1140

**Course Objective(S)/Synopsis:**

Decision science (or as it sometimes called Management Science or Operations Research) is the discipline that aims at providing qualitative techniques to help managers in making good decisions. The present course will focus on the quantitative techniques that primarily use mathematical models to deal with managerial decision-making problems. The course content will be limited to the fundamental decision making problems in the area of Business Administration.

The specific objectives of the course are the following:-

1. To learn how to formulate real world business related decision making problems into a suitable mathematical model;
2. To apply quantitative techniques (also called optimization techniques) in solving the decision making problems following the corresponding mathematical model;
3. To encourage students to apply quantitative techniques to solve decision making problems.

Upon completion of this course the students will learn a wide variety of quantitative techniques, their rationale and underlying assumptions, and how these can be applied to solve a wide range of business related decision-making problems.

**Course Code:** MGT 3390

**Course Name:** Project Paper

**Course Objective(S)/Synopsis:**

Project paper is a required training in the EBBM programme. It is of special importance in the programme and carries 12 credit hours over two semesters. The student will choose a suitable topic under one of the areas in business management and approach a supervisor. Upon mutual agreement of the topic with his/her supervisor, the student will have to submit a proposal to the EBBM Coordinator or/and an appropriate committee for approval. The EBBM coordinator/committee will approve the final project paper.

**Course Code:** MGT 4010  
**Course Name:** Production Management  
**Pre-Requisite:** MGT 3050  
**Course Objective(S)/Synopsis:**

This course will focus on the designing and controlling of manufacturing and operations. The major emphasis will be upon product development, job design, work measurement, inventory control methods, aggregate planning, production scheduling, total Quality Management and Just in Time Manufacturing.

**Course Code:** MGT 4110  
**Course Name:** Organizational Behavior  
**Pre-Requisite:** MGT 2010  
**Course Objective(S)/Synopsis:**

The study of organizational behaviour provides a solid foundation for good management. Understanding organizational behavior (OB) issues is critical for today's managers because OB helps to highlight important aspects of behavior in organizational settings. Through OB, managers are expected to gain better understanding on how and why people behave the way they do and how behavior of people, on individual basis and in groups, affect the effectiveness of the organization. Specially, OB theories help managers to understand the impact of behavior on work, productivity, human performance, employee's turn over, workers satisfaction and human management.

The aim of this course is to give students exposure to key ideas and issues in OB that influence the way people behave in organizational setting. The course will examine how behavior differs on individual basis, how it changes in groups and how organizational structure affect and influence behaviors.

**Course Code:** MGT 4320  
**Course Name:** Human Resource Management  
**Pre-Requisite:** MGT 2010, MGT 4110  
**Course Objective(S)/Synopsis:**

This course endeavors to provide knowledge and skills in functional aspects of managing human resources, including human resource planning, job analysis and designing, recruitment, selection, performance evaluation, compensation, training & development and employees relations.

**Course Code:** MGT 4650  
**Course Name:** Entrepreneurship  
**Pre-Requisite:** FIN 3010, MKTG 3010  
**Course Objective(S)/Synopsis:**

The course introduces the environment of entrepreneurship by examining the nature of entrepreneurship, the development of creativity and innovation, entrepreneurial personality, self-confidence and current profiles of practicing entrepreneurs. The main topics are the entrepreneurial process, starting a new venture, developing a business, financing and managing a new venture, legal aspects of Entrepreneurship, Franchising and Intrapreneurship.

**Course Code:** MGT 4760  
**Course Name:** Strategic Management  
**Pre-Requisite:** MGT 3050, MKTG 3010, FIN 3010, FIN 3011  
**Course Objective(S)/Synopsis:**

Strategic management is the capstone, integrative course for business students. You will be equipped with strategy concepts and techniques which combined with knowledge obtained from other courses, stimulated you to chart the direction of different organizations. The course focuses on strategy formulation and evaluation. In this course, you make realistic decisions and justify them through oral and written communication.

**Course Code:** MKTG 3010  
**Course Name:** Marketing Principles  
**Pre-Requisite:** ECON 1140, ECON 1150, ECON 1510, ECON 1610, MGT 2010, INFO 2010  
**Course Objective(S)/Synopsis:**

This course provides an overview of marketing and management in modern organizations. Students will be exposed to a broad introduction of marketing concepts, roles of marketing in society and in the firm and the factors that influence marketing decision-making. Like other introductory courses, students are expected to be familiar with the language of marketing, concepts and principles related to the marketing effort of a firm or an organization. It is expected that by the end of the course a student will have a solid understanding of major decision areas and an appreciation of how to apply key framework and tools for analyzing customers, competition and a firm's strengths and weakness. Emphasis will be placed on the importance of Islamic principles and values in a firm's effort to offer customers its good and services.

1. To introduce students to the concepts and principles of marketing.
2. To expose students to the wide range of marketing issues critical to the success of on-going industries and business firms.
3. To provide the opportunity for students to gain the understanding of the marketing concepts by assimilating materials through a variety of learning methods e.g. case analysis and multimedia delivery (e.g. videos and the internet).

4. To introduce students to lifelong learning, students must take more active roles in their education and preparation of skills that are needed in the workplace of the next millennium.

**Course Code:** MKTG 4110

**Course Name:** Consumer Behavior

**Pre-Requisite:** MKTG 3010

**Course Objective(S)/Synopsis:**

This course will provide students with an overall view of consumer behavior. Theories that relate to consumer behavior will be examined to provide an understanding of how human react in activities relating to shopping behavior. This includes the understanding of consumer as an individual, the influences of micro and macro environment and consumer decision-making process. The theoretical and practical aspects of consumer behavior will be discussed in light of Islamic norms and values. Upon completion of the course, students should be able to understand the relationship of consumer behavior and the development of firm's marketing strategies.

**Course Code:** RKGS 2030

**Course Name:** Islamic Worldview

**Course Objective(S)/Synopsis:**

The course seeks to present a comprehensive conception of the universe and man's relation to it from the Islamic viewpoint. Discusses the theistic and ethical worldview of Islam as opposed to the atheistic or secular perspective. Topics include: God, Man, Nature and the Universe and the question of teleology; subservience of the Contents of the Universe to Man; The Environment and Man's Responsibility; Balance and Harmony in life; Islamic perspective of Human rights; Pluralism and Political Tolerance; Civilizations and their decline.

**Course Code:** RKGS 2040

**Course Name:** Islam, Knowledge and Civilization

**Course Objective(S)/Synopsis:**

This course is divided into two parts. First, Qur'an and Sunnah as sources of knowledge. Second, Islam, knowledge and civilization with special reference to the nature and characteristic of science from the Islamic perspective and the west. The major aim of this course is to elucidate the relations between revelation and universe as they are the main source of knowledge (*Ilm and Ma'rifah*).

1. To show students that there is harmony between Islam and science. In addition, Islam made a great historic contribution to science.
2. To expose students to various methodologies of science and to provide Islamic methodology of understanding of *Ilm and Ma'rifah*.
3. To familiarize students with science and its methodology.

4. To understand the concept of knowledge and science from an Islamic perspective.
5. To show how Islam contributed to the renaissance in Europe.

**Course Code:** RKGS 2050

**Course Name:** Ethics and Fiqh for Everyday Life

**Course Objective(S)/Synopsis:**

The course consists of two parts: Islamic ethics and Fiqh for everyday life. The major theme of this course is to relate Islamic legal issues to their ethical foundations and the challenges of modernity.

1. To understand ethical issues from Islamic and modern secular perspectives
2. To emphasize application of Islamic ethics in inter-personal and professional life.
3. To create awareness to the relevance of Fiqh to one's daily activities.
4. To train the students to evaluate their daily activities in the light of Shari'ah criteria.

**Course Code:** RKUD 3240

**Course Name:** Studies of Religion I

**Course Objective(S)/Synopsis:**

This course studies scriptures, theologies, doctrines and tenets of Judaism and Christianity. Also deals with aspects of philosophies and mysticism which influence daily religious conduct of adherents. Surveys Eastern Orthodoxy, Catholicism Protestantism, Liberation Theology, Jewish Orthodoxy and Liberal and Kabalistic traditions.