



**COLLEGE OF BUSINESS
UNIVERSITI UTARA MALAYSIA**

No.	Information on Course						
1	Course Name : PRACTICUM						
2	Course Code : BPBX4908						
3	Name(s) of Academic Staff :						
4	Rationale for the inclusion of the course in the programme : This is a core programme course for BBA students.						
5	Semester/Year offered : 8/4						
6	Total Student Learning Time (TLT)	Face to face				SL	TLT
	L = Lecture T/SG = Tutorial/Small Group P= Practical O= Others	L	T/SG	P	O		
				/			
7	Credit Value : 8						
8	Pre-requisite (if any) :						
9	Objective(s) of Course : Upon completion of the course, students are expected to <ol style="list-style-type: none"> 1. Gain expose to the new working environment in the area of Business and management. 2. Understand relationship between the industries and the University in areas such as research, teaching, training and consultancy. 3. Understand the company's organizational culture, work procedure, leadership and interpersonal skill, work ethics and protocol. 4. Acquire knowledge, soft skills and student organizational experience. 						

10	<p>Course Learning Outcomes :</p> <p>Upon completion of the course, students are able to</p> <ol style="list-style-type: none"> 1. Apply theories into practice. 2. Establish work relationship with ethics, communication and management 3. Develop interpersonal skill in work ethics, communication and management 4. Use relevance technology to facilitate their task in the organizations 5. Demonstrate behavior consistent with professional ethics and social responsibility.
11	<p>Transferable Skills :</p> <p>Skills and how they are developed and assessed, Project and practical experience and internship</p>
12	<p>Teaching-learning and assessment strategy:</p> <p>Mixed methods between lecturer supervisor and employer supervisor</p>
13	<p>Synopsis:</p> <p>The main aim in providing practical training is to allow practical application of the understanding/theories acquired during university education. In other words, the practical training could potentially link up with most of the courses taught in university. The training also provides opportunity for students to have right exposure on the real Business management.</p>
14	<p>Mode of Delivery:</p> <p>Practical Training</p>
15	<p>Assessment Methods and Types:</p> <p>Firm/Employer</p> <p>Evaluator/Supervisor from university</p> <p>Written report and log book</p>

16	Mapping of the course/module to the Programme Aims				
	Programme Aims	Course Learning Outcomes			
		1	2	3	4
The Bachelor of Business Administration (Honors) programme is designed to produce professionals in the field of event marketing who are able to engage in a coordinating position in different service sectors and contribute to the growth and continuous improvement of the industry. It will provide students with an up-to-date, academically rigorous and professionally relevant event marketing course in the field of marketing.	3	3	3	3	
17	Mapping Of the course/module to the Programme Learning Outcomes				
	Programme Learning Outcomes	Course Learning Outcomes			
		1	2	3	4
	Identify the fundamentals of event marketing, covering all aspects of industry.	3	3	3	3
	Apply knowledge and skills of marketing related theories, concepts and operations in real job setting.	3	3	3	3
	Apply thinking and scientific skills approach in problem solving relate with others at work and communities.	3	3	3	3
	Communicate effectively through all modes, orally, graphically and in writing, and function in culturally diverse, gender-diverse and multi-disciplinary teams.	2	2	3	3
	Exhibit social skills, accept accountability, and assume responsibility in the work environment and society.	2	2	2	3
	Participate in lifelong learning, career advancement activities, and keep up-to-date with knowledge and issue of ICT.	2	3	3	3
	Identify, plan and execute commercially viable projects related to marketing industry.	1	2	3	3
	Perform duties and responsibilities in professional and ethical manner.	2	2	2	3
	Identify the fundamentals of event marketing, covering all aspects of the industry.	3	3	3	3

18 Content outline of the course/module and SLT per topic						
Topic	Learning Outcomes	Face To Face			SL	TLT
		L	T/SG	P/O		
1.0 Soft Skills <ul style="list-style-type: none"> • Communication Skills • Critical Thinking & Problem Solving • Team Work Skill • Life Long Learning and Information Management • Entrepreneurial skill • Professional Ethics and moral • Leadership Skills 						
2.0 Organizational Information <ul style="list-style-type: none"> • Organizational background and history. • Organizational mission and vision • Organizational structure 						
3.0 Analysis of the organization <ul style="list-style-type: none"> • Application of SWOT analysis- strength, weaknesses, opportunities and threats 						

Assesment		Face to Face	SL	TLT
Employer assessment 40%				
University supervisor 60%				
Total Notional Hours				
Credit Hours				
19.	References :			
	Any related references			

