# **COURSE MAPPING FOR OBM3102** **FOUNDATION IN BUSINESS**

# **Course Mapping – CLO – Topics – Module – MLO – Activities – Assessment**

At the end of the course, students should be able to:

1. Discuss in-depth theories and concepts in business knowledge. (C2, PLO1)
2. Demonstrate task in business operation ethically and versatile of an business organization. (P4, PLO3)
3. Organize the various business functions and practices on the successful business.(A4, PLO6)

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| CLO | Chapter/Topics | Sub -topic | Module/Module Learning Outcomes (MLO) | Content/Duration | SCL Activities |
| 1 | Topic 1:The business organization (Part 1) | * Characteristics of organization
* Importance of business
* Crafting business plan
* Types of organization
* Reason for success & failiure
 | 1. Explain at least 5 general characteristics of an organization;
2. Explain at least 5 activities that are used to measure the importance of business;
3. Explain the 9 steps used to craft a business plan;
4. Explain at least 4 types of business organization; and
5. Explain at least 5 reasons for success or failure of business organization.
 | Printed SIM (LO 1-5)SLT: 3 hours | Quiz (1 SLT) – LO 1 & LO 3Self-Check Forum (1 SLT) – LO 2SLT: 2 Hours |
|  |  |  | Total SLT for topic | 5 hours |
| 1 | Topic 2:The business organization (Part 2) | * Management
* Manager vs Non managers
* The level of management
* Function of management
* Roles of management
* Skills of management
* Universal needs on management
 | 1. Explain 3 differences between efficiency and effectiveness in management.
2. Explain at least 5 differences between managerial and non-managerial employees;
3. Explain the 3 levels of management;
4. Explain 3 roles that managers perform in their managerial functions;
5. Provide at least 5 examples of managerial skills; and
6. Provide 4 implications of universal need on management.
 | Printed SIM (LO 1-6)SLT: 3 hours | Quiz (1 SLT) – LO 1 & LO 3Self-Check Forum (1 SLT) – LO 2 |
|  |  |  | Total SLT for topic | 5 hours |
| 1 | Topic 3:The environment of business | * Introduction on environment
* External environment
* Internal environment
* SWOT analysis
* PESTLE analysis
 | 1. Explain 5 facts used to measure importance of the business environment;
2. Explain at least 5 types of external environment factors that affect businesses;
3. Explain at least 5 components of an internal environment;
4. Write a SWOT analysis for a business; and
5. Write a PESTLE analysis for a business.
 | Printed SIM (LO 1-5)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 4Write a SWOT analysis for your business or workplace. |
|  |  |  | Total SLT for topic | 5 hours |
| 2 | Topic 4:Marketing  | * What is marketing?
* Goods vs Services
* Marketing mix (4P's)
* Target marketing
* Market Segmentation
 | 1. Explain at least 5 types of marketing;
2. Explain at least 5 differences between product and service marketing;
3. Explain the 4Ps of marketing;
4. Explain 5 steps used to define your target market; and
5. Explain 4 types of market segmentation.
 | Printed SIM (LO 1-5)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 1What types of marketing does your organization practice? |
|  |  |  | Total SLT for topic | 5 hours |
| 2 | Topic 5: Operation  | * What does operation mean today?
* Transformation process
* 5P's of operation management
* Types of product process
* Types of layout operation
 | 1. Explain what is operation;
2. Explain 4 steps in effective transformation process in operations management;
3. Explain the 5Ps of operations management;
4. Explain at least 5 types of production businesses; and
5. Explain 4 types of plant layout.
 | Printed SIM (LO 1-5)SLT: 3 hours | Quiz (1 SLT) – LO 3 & LO 4Self-Check Forum (1 SLT) – LO 2You have learnt the 4 steps in effective Transformation Process in Operations Management. In your opinion, which step is the most important? |
|  |  |  | Total SLT for topic | 5 hours |
| 3 | Topic 6: Corporate Social Responsibility (CSR)  | * The classical view
* The socioeconomic view
* The obligation to responsiveness to responsibility
 | 1. Explain 4 types of corporate social responsibility.
2. Explain the difference between socioeconomic view and the classical view; and
3. Explain 3 differences between social responsibility and social responsiveness.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 1Explain the type of corporate social responsibility practiced by your company. |
|  |  |  | Total SLT for topic | 5 hours |
| 3 | Topic 7: Ethics  | * Overview on ethics
* Determinant of issue in ethics
* How managers can improve ethics among their employee
 | 1. Explain at least 5 importance of business ethics.
2. Explain at least 5 determinant of business ethics; and
3. Explain 4 ways managers can encourage ethical behavior.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 1You have learnt the importance of business ethics. Share how business ethics have made an impact to your business. |
|  |  |  | Total SLT for topic | 5 hours |
| 2 | Topic 8: Human Resource Management  | * Introduction on HRM
* HR planning process
* Developing the workforce
* Compensation and benefits
 | 1. Explain at least 5 objectives of HRM;
2. Explain all 7 steps used in HR planning process;
3. List 5 main benefits of employee development; and
4. Provide 5 reasons why compensation and benefits are important.
 | Printed SIM (LO 1-4)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 4Self-Check Forum (1 SLT) – LO 1 |
|  |  |  | Total SLT for topic | 5 hours |
| 2 | Topic 9: Economic (Part 1)  | * What economics is all about?
* Microeconomic
* Macroeconomic
 | 1. Explain economics;
2. Explain 4 basic concepts of microeconomics; and
3. Explain 4 economic indicator in macroeconomics.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 1In your opinion, how does knowledge in economics improve your business? |
|  |  |  | Total SLT for topic | 5 hours |
| 3 | Topic 10: Economic (Part 2)  | * The ten principles of economics
* How people make decisions?
* How people interact?
* How the economy as a whole works?
 | 1. Explain the 10 principles of economics;
2. Explain 4 basic principles of individual decision making that are important in an economic context;
3. Explain 3 principles concerning how people interact with one another; and
4. Explain the 4 phases of an economic cycle.
 | Printed SIM (LO 1-4)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 4Self-Check Forum (1 SLT) – LO 1Choose any 1 of the 10 principles of economics that you have just learnt. Provide a detailed example where it was applied and share this example in Nilai Uni Connect. |
|  |  |  | Total SLT for topic | 5 hours |
| 3 | Topic 11: Strategic Management  | * Overview on strategic management
* Model of SM planning process
* Strategic analysis
 | 1. Explain at least 5 features of strategic management;
2. Explain the 5 stages of strategic management planning process; and
3. Explain 2 types of strategic analysis.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 1 & LO 3Self-Check Forum (1 SLT) – LO 2How is the strategic planning process done at your workplace? |
|  |  |  | Total SLT for topic | 5 hours |
| 3 | Topic 12: Leadership  | * Overview on leadership
* Management vs Leadership
* Types of leadership
 | 1. Explain at least 5 qualities of a leader;
2. Explain 5 main differences between leadership and management; and
3. Explain at least 5 types of leadership.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 1Evaluate yourself and share in Nilai Uni Connect which leadership qualities you possess. |
|  |  |  | Total SLT for topic | 5 hours |
| 2 | Topic 13: Finance | * Definition of business finance
* Sources of business finance
* Purposes for business finance
 | 1. Define business finance;
2. Explain 4 sources of business finance; and
3. Explain 5 important purposes for business finance.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 2 & LO 3Self-Check Forum (1 SLT) – LO 1Crowdfunding is a new source of business finance. Look up the internet, find and share examples of companies that were successful using crowdfunding in the discussion forum. |
|  |  |  | Total SLT for topic | 5 hours |
| 2 | Topic 14: Accounting | * What is accounting?
* Types of accounting
* Why accounting is important
 | 1. Explain how accounting works;
2. Explain 4 types of accounting;
3. Provide at least 5 reasons why accounting is important.
 | Printed SIM (LO 1-3)SLT: 3 hours | Quiz (1 SLT) – LO 1 & LO 2Self-Check Forum (1 SLT) – LO 3In your opinion, why is knowledge in accounting in a business important? |
|  |  |  | Total SLT for topic | 5 hours |

Total SLT for SIM = 70 SLT

Note:

5 pages SIM = 1 SLT

10 Minutes Lesson Video = 1 SLT

1 hour Discussion = 1 SLT

10 minutes Quiz = 1 SLT