

Certificate in Business Studies

Student Handbook

Vision of College

Advance Tertiary College (ATC) will be internationally recognized as a premier law and business school with a global perspective that educates leaders who will fashion a more humane and just world.

Mission

The core mission of ATC is to promote learning in the best of traditions. The college offers undergraduate, graduate and professional students the knowledge and skills needed to succeed as persons and persons and professionals, and the values and sensitivity necessary to be men and women who lead others.

The college will distinguish itself as a diverse, socially responsible learning community of high quality scholarship and academic rigor sustained by a faith in the core values of education. The college will draw from the cultural, intellectual and economic resources of the various countries in which it has a presence enrich and strengthen its educational programs.

Our PEO is to produce graduates who are:

1. Knowledgeable and skilled in the area of business
2. Ethical and professional in conducting their duties and socially responsible
3. Able to communicate effectively, organize information and able to show leadership skills
4. Able to solve basic business problems and work in teams
5. Able to show entrepreneurial skills and apply lifelong learning for career development

Program Learning Outcomes:

- PLO1: Student will be able to explain the basic knowledge in the areas of Accounting, Economics, Management, Business, Finance, Marketing and Law
- PLO2: Student will be able to solve basic Accounting, Finance, Economic and Mathematic problems.
- PLO3: Student will be able to use basic Microsoft Office application
- PLO4: Student will be able to use internet as a platform for business
- PLO5: Student will be able to analyse and solve basic business related problems
- PLO6: Student will be able to understand basic entrepreneurial and leadership skills

- PLO7: Student will be able to communicate in written and oral form effectively
- PLO8: Student will be able to understand the relationship of stakeholders and know the importance of professionalism
- PLO9: Student will be demonstrate the ability to work in teams
- PLO10: Student will be able to use the knowledge learnt to further their education and career development

Upon completion of the program students will be able to further their careers in the following field;

- Management trainee
- Clerk
- Assistant

Synopsis of the program

This program offers a basic knowledge in the areas of Accounting, Economics, Management, Business, Finance, Marketing and Law. The aims of the program is to provide students with fundamental knowledge and demonstrate basic technical and operational skills in the essential aspects of business. The Certificate in Business Studies provides graduates with the basic knowledge needed to pursue further studies. This program is designed to provide graduates with knowledge and understanding of communication in various areas. In terms of fulfilling market needs the graduates would be able to compete in a competitive employment scenario. Successful completion of the programme can allow students to progress to a higher-level award. If a student successfully completes the Certificate programme, they will meet the General Entrance Requirements for the undergraduate programmes offered by ATC or any other University/Colleges.

Duration:
Approximately 1 years 4 months (Full Time)

Total Credit Hours: 60 credit hours

Minimum Entry Requirements:

- A pass in SPM or its equivalent with a minimum of 1 credit including a pass in Bahasa Malaysia; OR
- Its equivalent in a related field.

List and description of core courses:

FA 201/ Basic Financial Accounting

The module provides students with the exposure on the accounting adjustments for specialized transactions. The students should also understand the basic accounting convention and current accounting practices. Analysis of ratios, interpretation and errors is part of the syllabus.

Assignment	10%
Tutorial	10%
Mid Term	20%
Quiz	10%
Final Exam	50%

BC 101/ Introduction to Business Communication

This module constitutes a series of interactive group discussions and lecturing sessions on business communication. This includes the introduction to the communication process as well as understanding the importance of communication in the workplace. The styles and format of effective communication tools like memos, emails, resumes, reports and letters will be dealt with in detail.

Assignment	10%
Mid Term	20%
Presentation	20%
Final Exam	50%

CA 403/ Computer Application

This module will lead students to use word-processing program that helps them to quickly and efficiently author, format, and publish all the business and personal documents needed. It offers a step by step comprehensive look at the features of Word, database and Excel that most people will use most frequently

Assignment	10%
Mid Term	20%
Practical	20%
Final Exam	50%

FIN 401/ Fundamentals of Finance

Emphasizes the understanding of financial theory and environment in which the firm operates in order to develop appropriate financial strategies and decisions. Hence, it covers the whole range of fundamental finance concepts, financial environment, financial statement analysis, risk analysis, the valuation process, capital budgeting, capital structure, dividend policy and Islamic finance.

Assignment	10%
Tutorial	10%
Mid Term	20%
Quiz	10%
Final Exam	50%

QMT 101/ Introduction to Entrepreneurship

This course is designed to examine the fundamentals of organizing a small business. It covers such topics as the challenges of entrepreneurship, building the business plan,, strategic planning, forms of

ownership, marketing, pricing, cash flows, financial planning, putting the plan to work, looking at ethical and legal concerns and regulatory environment.

Project	20%
Mid Term	20%
Tutorial	10%
Final Exam	50%

EA101/ Introduction to Accounting

The module provides and equips student with the basic accounting knowledges and approaches, with the ultimate objective enabling preparation of final financial statements. Throughout the process of learning, student will be imparted with the importance of team work, financial data gathering process, ways and means to tabulate such data and transform it into more meaningful financial information.

Assignment	10%
Tutorial	10%
Mid Term	20%
Quiz	10%
Final Exam	50%

BL 401/Introduction to Business Law

This is a foundational module which provides some essential building blocks for the study of law. The objective of this module is to familiarize students with the legal vocabulary used in the course of business. It will introduce the essential skills of law such as identifying a binding contract, understanding types of companies and their functions and most importantly learning the tort of negligence (injuring others by being careless). This module will provide the basic legal knowledge one should have when dealing with companies or when starting a business.

Assignment	10%
Tutorial	10%
Mid Term	20%
Debate	10%
Final Exam	50%

MT 202/ Introduction to Business Mathematics

This course introduces students a basic mathematical tool frequently used in economics, business and management studies. Topics included are: basic algebra, functions including linear, quadratic, exponential and logarithmic functions and their graphs, optimization, areas and integration, financial mathematics and introductory linear programming including systems of equations and inequalities.

Assignment	10%
Tutorial	10%
Mid Term	20%
Quiz	10%
Final Exam	50%

IB 101/ Introduction to Business

This module is concerned with understanding the nature and purpose of business activity and identifying the structures, functions, cultures and objectives of different business organizations. Central to an understanding of business and its internal and external environments is a recognition that the world in which businesses operate is in a constant state of change.

Assignment	10%
Mid Term	20%
Tutorial	10%
Quiz	10%
Final Exam	50%

EC 301/ Introduction to Electronic Commerce

This module will lead students to identify and study the principles and concepts needed for designing and analysing the high-performance, scalable, and secure e-commerce systems. Students will be required to participate in class discussions and to do class presentations.

Assignment	10%
Mid Term	20%
Tutorial	10%
Presentation	10%
Final Exam	50%

MG 101/ Introduction to Management

This is a foundational module for management. Students will be able to discuss and identify the importance of management in an organization and its objectives as well as the principles and how management controls the process and different functions in an organization.

Assignment	20%
Tutorial	10%
Mid Term	20%
Final Exam	50%

PM 301/ Introduction to Marketing

This course introduces students to basic marketing concepts and contemporary practices. A wide range of topics is covered including the marketing function in organizations, B2B marketing, Segmentation, Targeting & Positioning (STP) and the marketing mix (product, price, promotion and distribution). As an introductory course, emphasis is placed on the understanding of the basic concepts.

Assignment	20%
Tutorial	10%
Mid Term	20%
Final Exam	50%

EC 101/ Principles of Economics

This introductory course deals with the basic concepts of economics theory. This subject instils an awareness of fundamental economic theories, concept and policies. It also provides students with an analytical tool necessary to analyze, correlate and discuss in solving economic problems in the changing economic environment.

Assignment	10%
Tutorial	10%
Mid Term	20%
Quiz	10%
Final Exam	50%

Courses to be completed:

MPU Compulsory courses (9 credits)

Code	Subject Name	Credit Hour	Prerequisite
MPU 1213/ MPU 1243	Bahasa Kebangsaan A/ Pengurusan Masa Dan Gaya Pembelajaran	3	Nil
MPU 1153/ MPU 1131	Pengajian Malaysia 1/ Bahasa Melayu Komunikasi 1	3	Nil
MPU 1323	Etika Komunikasi	3	Nil

CORE MODULES (51 credits)

Code	Module Name	Credit Hour	Prerequisite
EA 101	Introduction to Accounting	4	Nil
EC 101	Principles of Economics	4	Nil
MG 101	Introduction to Management	4	Nil
QMT 101	Introduction to Entrepreneurship	4	Nil
PM 301	Introduction to Marketing	3	Nil
IB 101	Introduction to Business	4	Nil
FA 201	Basic Financial Accounting	4	Nil
BC 101	Introduction to Business Communications	4	Nil
MT 202	Introduction to Business Mathematics	4	Nil
CA 403	Computer Application	4	Nil
EC 301	Introduction to Electronic Commerce	4	Nil
FIN 401	Fundamentals of Finance	4	Nil
BL 401	Introduction to Business Law	4	Nil

CERTIFICATE IN BUSINESS STUDIES

CURRICULUM STRUCTURE PER SEMESTER (FULL TIME)

SEMESTER 1			SEMESTER 2			SEMESTER 3		
Code	Subject Name	Cr.	Code	Subject Name	Cr.	Code	Subject Name	Cr.
EA 101	Introduction to Accounting	4	BU 101	Introduction To Business	3	CA 403	Computer Application	4
EC 101	Principles of Economics	4	PM 301	Introduction To Marketing	4	FA 201	Basic Financial Accounting	4
MG 101	Introduction to Management	4	EC 202	Introduction To Entrepreneurship	4			
	MPU 1	3		MPU 2	3			
BC 101	Introduction To Business Communication	4	MT 202	Introduction To Business Mathematics	4			
	TOTAL CREDIT	19		TOTAL CREDIT	18		TOTAL CREDIT	8

SEMESTER 4		
Code	Subject Name	Cr.
BL 401	Introduction To Business Law	4
FIN 401	Fundamentals of Finance	4
EC 301	Introduction To E-Commerce	4
	MPU 3	3
	TOTAL CREDIT	15

Academic Standing

To remain in good academic standing, a student must maintain a CGPA of 2.00. Probationary status will be issued to a student with a CGPA of less than 2.00.

Each student's record is reviewed at the end of each semester.

- a. Good Status: A student's performance is considered as in Good Status if he/she obtains a CGPA of 2.00 and above.
- b. Academic Probation: A student may be placed on Academic Probation if he/she obtains a CGPA of less than 2.00 for any semester.
- c. Academic Dismissal: A student may be dismissed if he/she obtains a CGPA of less than 2.00 for two (2) consecutive semesters.

OFFICIAL GRADING SYSTEM

GRED	MARKS	POINTER	
A	80 – 100	4	Distinction
A-	75 – 79	3.75	Distinction
B+	70 – 74	3.5	Merit
B	65 – 69	3	Merit
B-	60 – 64	2.75	Merit
C+	55 – 59	2.5	Satisfactory
C	50 – 54	2	Pass
C-	47 – 49	1.75	Provisional Pass
D+	44 – 46	1.5	Low Pass
D	40 – 43	1	Fail
F	0 – 39	0	Fail

- X** Absent that does not complete course/practical training with permission
- Y** Absent that does not complete course/ practical training without permission
- T** Incomplete
- E** Exemption
- U** Audit
- S** Withdrawal
- 1** First Failure
- 2** Second Failure
- 3** Third Failure

EXAMPLES OF GPA AND CGPA COMPUTATIONS

- Cumulative Grade Point Average (CGPA) shall be computed as follows:

$$\text{Cumulative Grade Point Average} = \frac{\text{Total of grade points of all semester}}{\text{CGPA} \quad \text{Total credit hours of all semesters}}$$

SEMESTER I

Course	Grade	Equivalent Point (a)	Credit Hour (b)	a*b
EA 101	A	4.00	4	16.00
EC 101	B	3.00	4	12.00
MG 101	B+	3.50	4	14.00
MPU 1	A	4.00	3	12.00
BC 101	C	2.00	4	8.00
Total points for Semester 1			19	62.00

$$\text{GPA} = 62.00/19 = 3.263$$

$$\text{CGPA} = 62.00/19 = 3.263$$

SEMESTER II

Course	Grade	Equivalent Point (a)	Credit Hour (b)	a*b
BU 101	B+	3.50	3	10.50
PM 301	A	4.00	4	16.00
EC 202	C+	2.50	4	10.00
MPU 2	B	3.00	3	9.00
MT 202	A	4.00	4	16.00
Total points for Semester 2			18	61.50
Overall Total Points (Semester 1 + 2)			37	123.50

$$\text{GPA} = 61.50/18 = 3.416$$

$$\text{CGPA} = 123.50/37 = 3.337$$

APPEAL PROCESS

- i. The final examination marks a student can make an appeal to the Registrar's
- ii. Office for a review of any grade no later than five (5) days after the final examination results are out. Reviewing is possible for courses with final examination and courses with 100% course works for projects, lab work and studio work.
- iii. Grades for dissertation, thesis and industrial/practical training are not allowed to be reviewed.
- iv. Appeals to review the results of Supplementary and Rescheduled Examination are not allowed.
- v. A non-refundable processing fee of RM 100.00 per course is payable to the college at the time of application for courses with the final examinations.
- vi. A non-refundable processing fee of RM 250.00 per course is payable to the College at the time of application for courses with 100% course works.