

MARITIME STUDIES

PROGRAMME HANDBOOK

AKADEMI LAUT MALAYSIA GENERAL ACADEMICS DEPARTMENT

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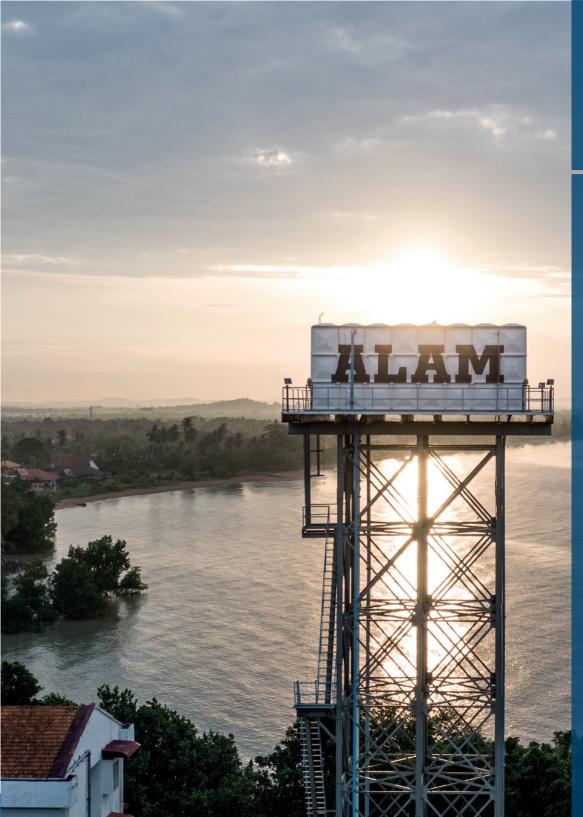
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GENERAL ACADEMICS DEPARTMENT



A Diploma in Maritime Transportation and Logistics (DMTL)



Programme Educational Objectives (PEOs)

Four to five years upon successful completion of the programme, the Diploma in Maritime Transportation and Logistics programme will produce:

PEO 1

Maritime transportation and logistics graduates who are knowledgeable, competent, innovative and have analytical decision-making skills. They will contribute to the human capital in the maritime related industry.

PEO₂

Maritime transportation and logistics graduates who have effective leadership and teamwork skills as well as verbal, non-verbal and interpersonal communication skills to support their role in the maritime industry.

PEO 3

Maritime transportation and logistics graduates who are committed to the importance of lifelong learning and continuous improvement.

PEO 4

Maritime transportation and logistics graduates who will practise professionalism with ethics and social responsibility.

PEO 5

Maritime transportation and logistics graduates who are capable of embarking on maritime transportation and logistics activities and analysing knowledge, information and communication technology related to maritime transportation and logistics activities.



Programme Learning Outcomes (PLOs)

Upon graduation, students of Diploma in Maritime Transportation and Logistics (DMTL) will be able to:

PLO 1

Apply theoretical knowledge of basic management fundamentals in maritime transportation and logistics activities.

PLO₂

Apply advanced techniques and skills in solving complex problems/issues through the integration of knowledge on maritime activities, information and communication technology (ICT) and management science.

PLO₃

Demonstrate the ability to conduct research/assignments by applying practical skills or techniques/methods of performing tasks/work based on the latest knowledge in the field of maritime transportation and logistics.

PLO 4

Function effectively as an individual and as a member in diverse learning and working communities.

PLO 5

Communicate effectively on broadly defined maritime activities with the maritime community and with society at large by being able to comprehend and write effective reports, make effective presentations and give and receive instructions.

PLO 6

Select and apply various applications in information, media, resources and modern management tools to support operational activities in the maritime transportation and logistics sector.

PLO 7

Solve numerical and graphical business statistics data in the field of maritime transportation and logistics.

PI O 8

Work autonomously and demonstrate leadership and professionalism within the organisation.

PLO 9

Recognise the need for, and have the ability to engage in independent and lifelong learning to support professional development.

PLO 10

Entrepreneurial competency to perform effectively in the maritime transportation and logistics field contributes to broader social-political economic locally among the industry communities and towards the national development.

PLO 11

Understand and commit to professional ethics and responsibilities, and norms of maritime industry practices.



Programme Curriculum Structure (by semester)

Semester 1 (Year 1)

No	o. Cod	Э	Subjects	Category	Credit Hours
1.		J 2183/ J 2163	Penghayatan Etika dan Peradaban/ Bahasa Melayu Komunikasi 1	MPU	3
2	. ALN	l 2101	General Ship Management	ACS	3
3.	. ccs	2201	Information Technology and System	CMS	3
4.	. ccs	2202	Basic Applied Mechanics	CMS	3
5	DCS	2301	Introduction to Management	DCS	3
6	DCS	2302	Marketing Research and Analytics	DCS	3
To	Total Credit Hours				

Semester 2 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	MPU 2312	Application of Leadership and Team Working	MPU	2
2.	CCS 2214	Total Quality Management	CMS	3
3.	CCS 2203	Entrepreneurship	CMS	3
4.	CCS 2204	Strategic Management	CMS	3
5.	DCS 2303	Marketing Strategy	DCS	3
6.	DCS 2306	International Trade and Shipping	DCS	3
7.	MPU 2411/ MPU 2421/ MPU 2431/ MPU 2441	Social Responsibility/Kayak/ Swimming/Band	MPU	1
Tota	18			

Semester 3 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2205	Organisational Behaviour	CMS	3
2.	CCS 2206	International Business	CMS	3
3.	DCS 2304	Business Negotiation	DCS	3
Total Credit Hours				

Semester 1 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2207	Business English	CMS	3
2.	CCS 2208	Principles of Operations Management	CMS	3
3.	CCS 2209	Human Resource Management	CMS	3
4.	CCS 2210	Introduction to Business Law	CMS	3
5.	DCS 2319	Cargo Operations and Management	DCS	3
6.	DCS 2325	Logistics and Distribution Management	DCS	3
Total Credit Hours				

Semester 2 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2211	Principles of Accounting	CMS	3
2.	CCS 2212	Business Mathematics	CMS	3
3.	CCS 2213	Quantitative Methods	CMS	3
4.	ALM 2102	Maritime Organisations and Management	ACS	2
5.	DCS 2308	Principles of Insurance	DCS	3
6.	DCS 2305	Corporate Risk Management	DCS	3
7.	MPU 2451/ MPU 2421/ MPU 2461/ MPU 2471	Dragon Boat/ Kayak/ First Aider/ Counselling	MPU	1
Total Credit Hours				

Semester 3 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2215	Digital Marketing	CMS	3
2.	CCS 2216	Introduction to Marketing	CMS	3
3.	DCS 2307	Global Economic Environment	DCS	3
Total Credit Hours				

Note:

Category	Description
MPU	Mata Pelajaran Umum (MPU) Subjects
ACS	ALAM Compulsory Subjects
CMS	Common Core Management Subjects
DCS	Discipline Core Subjects



Programme Courses Synopsis (by semester)

Year 1 Semester 1 (Y1S1)

MPU 2183

Penghayatan Etika dan Peradaban

Kursus 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.

MPU 2163

Bahasa Melayu Komunikasi 1

Mata pelajaran ini bertujuan untuk membolehkan pelajar berkomunikasi dalam Bahasa Melayu asas yang meliputi situasi kehidupan harian pelajar bukan warganegara di Malaysia. Pelajar juga boleh berikteraksi menggunakan Bahasa Melayu dan dapat membaca serta memahami ayat Bahasa Melayu mudah. Di samping itu pelajar juga boleh menulis karangan pendek dengan menggunakan ayat mudah berkaitan kehidupan seharian.

ALM 2101

General Ship Management

This subject will provide knowledge of controlling the operation of a ship on board at the operational level, emphasising basic concepts concerning ship structure, its construction, maintenance, and ship stability. It also provides the fundamental principles of safe cargo handling and stowage for ship operation.

It provides adequate professionally-related skills and knowledge to the students, enabling them to readily contribute general ship knowledge to the organisation that employs them. In addition, the knowledge also serves as a foundation for their future professional development.

CCS 2201

Information Technology and System

This subject studies the integrated components of a computer system (such as hardware, software, and software applications) and the practical techniques for their efficient use and application to solve everyday life problems. The solutions to problems are designed, managed, and processed via enduser applications and communicated with the appropriate information and communication technologies (ICTs).

CCS 2202

Introduction to Management

This subject enables students to understand management functions and group and individual dynamics within organisations and apply such concepts to analyse and solve problems in business situations

DCS 2301

Consumer Behaviour

The study of consumer buying behaviour is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer buy a product. It is important to assess the kind of products liked by consumers so that they can release them to the market. Marketers can understand the likes and dislikes of consumers and design their marketing efforts based on the findings.

DCS 2302

Marketing Research and Analytics

Marketing strategy is fundamentally concerned with understanding changing market and environmental landscapes to identify trends and new business opportunities. The ability to develop sustainable, long-term strategies to meet future demands depends on a rich understanding of the direction for change and the underlying drivers of those changes. The subject introduces students to strategic analysis and planning, research methods, and advanced written communication skills to present complex reports.

Year 1 Semester 2 (Y1S2)

MPU 2312

Application of Leadership and Team Working

This subject provides the student with knowledge, skills, and understanding of leadership, teamworking, managerial skills, and the decision-making process at the operational level. The student will comprehend shipboard personnel management and training with understanding of international conventions and national legislation.

CCS 2214

Total Quality Management

This course provides learners with an understanding of quality control and improvement systems. The course includes the study of topics related to quality management approaches, design and implementation of quality-related procedures, and related technologies. The focus of the course is on enhancing goods, services, and the business environment.

CCS 2203

Entrepreneurship

This subject provides students with an understanding of the entrepreneurial process, the establishment as well as the management of a venture. Both conceptual (understanding entrepreneurship, the entrepreneur, and the entrepreneurial environment) and technical issues (growing, managing, and financing a venture) will be covered. Issues such as creativity, e-commerce, and family business will also be addressed.

CCS 2204

Strategic Management

This subject provides students with an understanding of the concepts of strategy, strategising, and strategic management and enables them to apply tools, concepts, and frameworks to help an organisation define/redefine its sustained competitive advantage. This subject will also enable students to develop a global outlook, the analysis of the business environments, critical thinking, analytical skills, and ethical awareness, inter alia.

DCS 2303

Marketing Strategy

This subject is to develop an understanding of the marketing actions undertaken by firms. It aims to enhance the all-round development of students in the ability to integrate skills and knowledge learned from marketing and various functional areas to formulate marketing strategy and its planning from a strategic perspective and creatively review the effectiveness of the marketing strategies.

DCS 2306

International Trade and Shipping

This subject contributes to the achievement of the outcomes by enabling students to analyse business situations and problems in international trade and shipping by applying conceptual frameworks from Economics, Finance, Law, and Quantitative methods. Identify and analyse the means by which value is created by the shipping industry in delivering services that facilitate international trade. Develop knowledge and analytical skills necessary to make an immediate contribution when first employed in an organisation related to shipping/global trade.

MPU 2411

Social Responsibility

This subject is basically to discuss the concept of community engagement projects, preparation of proposal papers, and effective project features. The purpose of the course is to provide understanding and appreciation for implementing community engagement projects. Teaching and learning will be conducted in the form of interactive lectures, group discussions, experiential learning through group activities, and volunteerism. At the end of the course, students are expected to practice values and ethics, leadership and teamwork, and social responsibility.

MPU 2421

Kayak

This subject comprises the development of sea sport – Kayaking, and selected techniques that will emphasise sports and activities management and organising a program.

MPU 2431

Swimming

This subject comprises swimming activities and selected techniques that will emphasise activities management.

MPU 2441

Band

This subject comprises band activities and selected techniques that will emphasise activity management.

Year 1 Semester 3 (Y1S3)

CCS 2205

Organisational Behaviour

To introduce the theoretical frameworks from the social sciences useful for understanding organisational processes. To gain exposure to and practise interpersonal skills to enhance your performance in organisational settings and develop your ability to diagnose and solve a broad range of organisational problems.

CCS 2206

International Business

International business programmes give students an understanding of the different business management practices found worldwide and prepare them for graduate careers working abroad or in organisations engaged in business on a global scale.

DCS 2304

Business Negotiation

This subject addresses the issue of negotiation, which is ubiquitous in today's businesses and daily life alike. This subject helps students to understand the negotiation process and negotiator's behaviour in a systematic way. It also further develops students' communication skills, both verbally and in writing, to better prepare them for the impending challenges they will face at work.

Year 2 Semester 1 (Y2S1)

CCS 2207

Business English

This course aims to develop the students' ability to communicate in English using appropriate and effective language expressions, focusing on the basics of business writing and oral communication in business-related situations or contexts. This course also provides students with an extensive understanding of the fundamental grammar structures used in Business English and emphasises the use of formal vocabulary and expressions in business-related environments, both orally and in written form.

CCS 2208

Principles of Operations Management

Operations Management (OM) is a functional field of management encompassing the design, operation, and improvement of the processes and systems employed in the creation and delivery of an organisation's products and services. The course exposes students to the concept and process of operation management. Students should be able to apply an effective operation management system in implementing their business activities.

CCS 2209

Human Resource Management

This subject allows students to understand human resource management within organisations and apply such concepts to analyse and solve problems in business situations. The role and purpose focus on the key theories and practices of HRM and provide the students with skills in managing human resources effectively. At the end of the subject, students should understand how HRM functions. for example, recruitment and selection. training and development, performance management, compensation, and industry relations, are organised and managed with the relevant embedded ethical issues.

CCS 2210

Introduction to Business Law

This subject contributes to the achievement of the outcomes by enabling students to analyse business problems by applying conceptual frameworks drawn from case law and legislation, demonstrating critical and creative thinking in the business setting, identifying and responding appropriately to ethical issues arising in the business, and communicating effectively.

DCS 2319

Cargo Operations and Management

This subject introduces students to the technical, operational, and regulatory knowledge concerning the safe and efficient transport of seaborne cargoes. It develops students' capabilities in the management of cargo handling and transport planning. It contributes to the safety and efficiency of ship management and cargo operations.

DCS 2325

Logistics and Distribution Management

This subject provides an introduction to logistics and distribution management. It aims at providing students with a complete understanding of business logistics management, transport, inventory, and distribution systems supported by real business case studies. It includes the analysis of modern business logistics management strategies and discusses how products and services are created and delivered to the customers effectively. In addition, the subject covers the management of the logistics system operations in this information era and effectively utilising the information technology concepts to gain a competitive advantage for the company.

Year 2 Semester 2 (Y2S2)

CCS 2211

Principles of Accounting

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles, and techniques of the double-entry system and procedures in preparing the final accounts of a sole trader for merchandising and service enterprise. This course aims to provide students with the basic accounting knowledge of the entire recording process as well as the maintenance of a complete set of accounts that a business organisation should keep.

CCS 2212

Business Mathematics

The course is primarily designed to develop the mathematical knowledge needed by the students to meet the demands of business operations. It is to provide solid coverage of the most basic and frequently occurring business situations

CCS 2213

Quantitative Methods

This course is designed to give a general overview of quantitative methods used in business study. Firstly, it will introduce the role of business analytics. This will include the business applications of equations and graphs and the quantitative research principles in collecting, summarising, and displaying business data and data visualisation. Secondly, this course will inculcate the basic understanding of elementary probability concepts, estimation, and hypothesis testing methods. Thirdly, this course will expose students to the use of software for data analysis.

ALM 2102

Maritime Organisations and Management

This subject provides a broad and integrated study of the International Maritime Organization (IMO) within the framework of relevant international conventions that govern international shipping practices. This subject facilitates an understanding of how the commercial and government organisations in the international maritime infrastructure are organised and managed. The subject analyses the nature of the influences imposed by the relevant international conventions on the safe operation of ocean-going vessels. It also nurtures the development of a strategic perspective for the management of maritime organisations with respect to safety, quality, and environmental protection.

DCS 2308

Principles of Insurance

This subject aims to provide students with the knowledge of general principles and practices of insurance. It also covers basic risk management and also takaful. It is designed to help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products. After successful completion of this course, students should be able to use insurance as a tool to manage personal and/or group assets.

DCS 2305

Corporate Risk Management

This subject prepares students to establish the body of knowledge necessary for independent risk management analysis and decision-making. It builds on basic finance concepts and gives the students an understanding of how a business can identify, measure, and control its risks. It contributes to the achievement of the outcomes by enabling students to identify, explain and solve real-life risk management problems of non-financial and financial institutions.

MPU 2451

Dragon Boat

This subject comprises the development of sea sport – Dragon Boat, and selected techniques that emphasise sports and activities management.

MPU 2421

Kayak

This subject comprises the development of sea sport – Kayaking, and selected techniques that will emphasise sports and activities management and organising a program.

MPU 2461

First Aider

This subject comprises the development of First Aider activities and selected techniques that emphasise events and activities management.

MPU 2471

Counselling

This subject comprises the development of counselling activities and selected techniques that will emphasise events and activities management.

Year 2 Semester 3 (Y2S3)

CCS 2215

Digital Marketing

Digital Marketing Fundamentals will provide an overview of Digital Marketing to traditional marketing theories and concepts; how they vary and complement each other. The module will also take participants through a thorough analysis of the uses of Digital Marketing tools through brand, service, and product communication; and uncover how digital transformation may be enveloped through digital marketing technologies.

CCS 2216

Introduction to Marketing

This subject introduces students to the various tools of the marketer, their strengths and weaknesses, and the skills necessary to use them effectively and creatively at an operational level. This module will cover the marketing mix and the various methods of positioning products and services to meet the needs of clearly identified market targets.

DCS 2307

Global Economic Environment

This subject aims to provide students with an overview of the global business environment and develop students' ability to analyse the impact of globalisation on international business, trade, and investment. Applying a broad spectrum of international economics and business theories, the subject covers various economic and ethical issues in globalisation to strengthen students' knowledge about the development of the global economic environment.



B Diploma in Maritime Business Administration (DMBA)



Programme Educational Objectives (PEOs)

Four to five years upon successful completion of the programme, the Diploma of Maritime Business Administration programme will produce:

PEO 1

Maritime business administration graduates who are knowledgeable, competent, innovative and have analytical decision-making skills. They will contribute to the human capital in the maritime related industry.

PEO 2

Maritime business administration graduates who have effective leadership and teamwork skills as well as verbal, non-verbal and interpersonal communication skills to support their role in the maritime industry.

PEO 3

Maritime business administration graduates who are committed to the importance of lifelong learning and continuous improvement.

PEO 4

Maritime business administration graduates who are capable of practising professionalism with ethics and social responsibility, caring for the environment and operating responsibly.

PEO 5

Maritime business administration graduates who are capable of embarking on maritime business activities and analysing knowledge, information and communication technology related to maritime business activities.



Programme Learning Outcomes (PLOs)

Upon graduation, students of Diploma in Maritime Business Administration will be able to:

PLO 1

Demonstrate systematic comprehension (understanding) of a broad range of complex technical and theoretical knowledge and skills to undertake varied, complex, routine and non-routine tasks/ study within a maritime business administration discipline.

PLO 2

Identify, interpret, apply and evaluate general concepts, theory and/or operational principles within a well-defined context of a maritime business administration discipline and/or work with minimal supervision.

PLO₃

Apply a limited range of practical skills, essential tools, methods and procedures to perform required tasks/work in a maritime business administration discipline.

PLO 4

Communicate clearly, both orally and in writing, ideas, information, problems and solutions to others, including peers, experts and non-experts in a maritime business administration discipline.

PLO 5

Interact effectively, individually or as a team member with supervisors, peers and subordinates in a maritime business administration discipline.

PLO 6

Use a range of digital applications to support study/work as well as to seek and process data related to work or study.

PLO 7

Demonstrate skills to use and interpret routine and complex numerical and graphical/visual data.

PLO 8

Perform work with a significant degree of personal responsibility and autonomy under broad guidance and direction on well-defined and non-routine study/work activities performed in various contexts.

PLO 9

Identify self-improvement initiatives and possibilities for further education.

PI O 10

Explore and engage in activities relating to entrepreneurship in the maritime business administration discipline.

PLO 11

Demonstrate ability to understand and comply with organisational and professional ethics in the work environment.



Programme Curriculum Structure (by semester)

Semester 1 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	MPU 2183/ MPU 2163	Penghayatan Etika dan Peradaban/ Bahasa Melayu Komunikasi 1	MPU	3
2.	ALM 2101	General Ship Management	ACS	3
3.	CCS 2201	Information Technology and System	CMS	3
4.	CCS 2202	Introduction to Management	CMS	3
5.	DCS 2301	Consumer Behaviour	DCS	3
6.	DCS 2302	Marketing Research and Analytics	DCS	3
Total Credit Hours				

Semester 2 (Year 1)

No.	Code	Subjects	Category	Credit Hours	
1.	MPU 2312	Application of Leadership and Team Working	MPU	2	
2.	CCS 2214	Total Quality Management	CMS	3	
3.	CCS 2203	Entrepreneurship	CMS	3	
4.	CCS 2204	Strategic Management	CMS	3	
5.	DCS 2303	Marketing Strategy	DCS	3	
6.	DCS 2306	International Trade and Shipping	DCS	3	
7.	MPU 2411/ MPU 2421/ MPU 2431/ MPU 2441	Social Responsibility/ Kayak/ Swimming/ Band	MPU	1	
Total	Total Credit Hours				

Semester 3 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2205	Organisational Behaviour	CMS	3
2.	CCS 2206	International Business	CMS	3
3.	DCS 2314	Shipping Finance	DCS	3
Tota	9			

Semester 1 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2207	Business English	CMS	3
2.	CCS 2208	Principles of Operation Management	CMS	3
3.	CCS 2209	Human Resource Management	CMS	3
4.	CCS 2210	Introduction to Business Law	CMS	3
5.	DCS 2310	Microeconomics	DCS	3
6.	DCS 2311	Macroeconomics	DCS	3
Tota	Total Credit Hours			

Semester 2 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2211	Principles of Accounting	CMS	3
2.	CCS 2212	Business Mathematics	CMS	3
3.	CCS 2213	Quantitative Methods	CMS	3
4.	ALM 2102	Maritime Organisations and Management	ACS	2
5.	DCS 2326	Intermediate Microeconomics	DCS	3
6.	DCS 2327	Intermediate Macroeconomics	DCS	3
7.	MPU 2451/ MPU 2421/ MPU 2461/ MPU 2471	Dragon Boat/ Kayak/ First Aider/ Counselling	MPU	1
Total	Total Credit Hours			18

Semester 3 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2215	Digital Marketing	CMS	3
2.	CCS 2216	Introduction to Marketing	CMS	3
3.	DCS 2312	Econometrics	DCS	3
Total Credit Hours				

Note:

Category	Description
MPU	Mata Pelajaran Umum (MPU) Subjects
ACS	ALAM Compulsory Subjects
CMS	Common Core Management Subjects
DCS	Discipline Core Subjects



Programme Courses Synopsis (by semester)

Year 1 Semester 1 (Y1S1)

MPU 2183

Penghayatan Etika dan Peradaban

Kursus ini menielaskan 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 pelaiar vang bermoral dan profesional. Penerapan amalan pendidikan berimpak tinggi (HIEPs) yang bersesuaian digunakan dalam penyampaian kursus ini.

MPU 2163

Bahasa Melayu Komunikasi 1

Mata pelajaran ini bertujuan untuk membolehkan pelajar berkomunikasi dalam Bahasa Melayu asas yang meliputi situasi kehidupan harian pelajar bukan warganegara di Malaysia. Pelajar juga boleh berikteraksi menggunakan Bahasa Melayu dan dapat membaca serta memahami ayat Bahasa Melayu mudah. Di samping itu pelajar juga boleh menulis karangan pendek dengan menggunakan ayat mudah berkaitan kehidupan seharian.

ALM 2101

General Ship Management

This subject will provide knowledge of controlling the operation of a ship on board at the operational level, emphasising basic concepts concerning ship structure, its construction and maintenance, and ship stability. It also provides the fundamental principles of safe cargo handling and stowage for ship operation.

It provides adequate professionally-related skills and knowledge to the students, enabling them to readily contribute to general ship knowledge to the organisation that employs them. In addition, the knowledge also serves as a foundation for their future professional development.

CCS 2201

Information Technology and System

This subject studies the integrated components of a computer system (such as hardware, software, and software applications) and the practical techniques for their efficient use and application to solve everyday life problems. The solutions to problems are designed, managed, and processed via enduser applications and communicated with the appropriate information and communication technologies (ICTs).

CCS 2202

Introduction to Management

This subject enables students to understand management functions and group and individual dynamics within organisations and apply such concepts to analyse and solve problems in business situations.

DCS 2301

Consumer Behaviour

The study of consumer buying behaviour is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer buy a product. It is important to assess the kind of products liked by consumers so that they can release them to the market. Marketers can understand the likes and dislikes of consumers and design their marketing efforts based on the findings.

DCS 2302

Marketing Research and Analytics

Marketing strategy is fundamentally concerned with understanding changing market and environmental landscapes with a view to identifying trends and new business opportunities. The ability to develop sustainable, long-term strategies to meet future demand depends on a rich understanding of the direction for change and the underlying drivers of those changes. The subject introduces students to strategic analysis and planning, research methods, and advanced written communication skills to present complex reports.

Year 1 Semester 2 (Y1S2)

MPU 2312

Application of Leadership and Team Working

This subject provides the student with knowledge, skills, and understanding of leadership, teamworking, managerial skills, and the decision-making process at the operational level. The student will comprehend shipboard personnel management and training with understanding the international conventions and national legislation.

CCS 2214

Total Quality Management

This course provides learners with an understanding of quality control and improvement systems. The course includes the study of topics related to quality management approaches, design and implementation of quality-related procedures, and related technologies. The focus of the course is on enhancing goods, services, and the business environment.

CCS 2203

Entrepreneurship

This subject provides students with an understanding of the entrepreneurial process, the establishment as well as the management of a venture. Both conceptual (understanding entrepreneurship, the entrepreneur, and the entrepreneurial environment) and technical issues (growing, managing, and financing a venture) will be covered. Issues such as creativity, e-commerce, and family business will also be addressed.

CCS 2204

Strategic Management

This subject provides students with an understanding of the concepts of strategy, strategising, and strategic management and enables them to apply tools, concepts, and frameworks to help an organisation define/redefine its sustained competitive advantage. This subject will also enable students to develop a global outlook, the analysis of the business environments, critical thinking, analytical skills, and ethical awareness, inter alia.

DCS 2303

Marketing Strategy

This subject is to develop an understanding of the marketing actions undertaken by firms. It aims to enhance the all-round development of students in the ability to integrate skills and knowledge learned from marketing and various functional areas to formulate marketing strategy and its planning from a strategic perspective and creatively review the effectiveness of the marketing strategies.

DCS 2306

International Trade and Shipping

This subject contributes to the achievement of the outcomes by enabling students to analyse business situations and problems in international trade and shipping by applying conceptual frameworks from Economics, Finance, Law, and Quantitative methods. Identify and analyse the means by which value is created by the shipping industry in delivering services that facilitate international trade. Develop knowledge and analytical skills necessary to make an immediate contribution when first employed in an organisation related to shipping/international trade.

MPU 2411

Social Responsibility

This subject is basically to discuss the concept of community engagement projects, preparation of proposal papers, and effective project features. The purpose of the course is to provide understanding and appreciation for implementing community engagement projects. Teaching and learning will be conducted in the form of interactive lectures, group discussions, experiential learning through group activities, and volunteerism. At the end of the course, students are expected to practice values and ethics, leadership and teamwork, and social responsibility.

MPU 2421

Kayak

This subject comprises the development of sea sport – Kayaking, and selected techniques that will emphasise sports and activities management and organising a program.

MPU 2431

Swimming

This subject comprises swimming activities and selected techniques that will emphasise activities management.

MPU 2441

Band

This subject comprises band activities and selected techniques that will emphasise activities management.

Year 1 Semester 3 (Y1S3)

CCS 2205

Organisational Behaviour

To introduce the theoretical frameworks from the social sciences useful for understanding organisational processes. To gain exposure to and practice interpersonal skills to enhance your performance in organsational settings and develop your ability to diagnose and solve a broad range of organisational problems.

CCS 2206

International Business

International business programmes give students an understanding of the different business management practices found worldwide and prepare them for graduate careers working abroad or in organisations engaged in business on a global scale.

DCS 2314

Shipping Finance

This subject is to develop the knowledge required by students to meet the demands of the shipping business by studying the financing methods widely used in the shipping industry. The shipping industry is considered a trade with characteristics of the capital demanding high risk and low return.

Year 2 Semester 1 (Y2S1)

CCS 2207

Business English

This course aims to develop the students' ability to communicate in English using appropriate and effective language expressions, focusing on the basics of business writing and oral communication in business-related situations or contexts. This course also provides students with an extensive understanding of the fundamental grammar structures used in Business English and emphasises the use of formal vocabulary and expressions in business-related environments, both orally and in written form.

CCS 2208

Principles of Operation Management

Operations Management (OM) is a functional field of management encompassing the design, operation, and improvement of the processes and systems employed in the creation and delivery of an organisation's products and services. The course exposes students to the concept and process of operation management. Students should be able to apply an effective operation management system in implementing their business activities.

CCS 2209

Human Resource Management

This subject enables students to understand human resource management within organisations and apply such concepts to analyse and solve problems in business situations. The role and purpose focus on the key theories and practices of HRM and provide the students with skills in managing human resources effectively. At the end of the subject, students should understand how HRM functions. for example, recruitment and selection. training and development, performance management, compensation, and industry relations, are organised and managed with the relevant embedded ethical issues.

CCS 2210

Introduction to Business Law

This subject contributes to the achievement of the outcomes by enabling students to analyse business problems by applying conceptual frameworks drawn from case law and legislation, demonstrating critical and creative thinking in the business setting, identifying and responding appropriately to ethical issues arising in the business, and communicating effectively.

DCS 2310

Microeconomics

The course starts with an introduction to the principles of economics and follows with topics on microeconomic principles that can be applied in decision making. Topics include demand and supply, market equilibrium, demand and

supply elasticity, consumer and producer surplus, government policies, the welfare cost of taxation, gains from international trade, public goods, externalities, cost of production, perfect competition, monopoly, oligopoly, and monopolistic competition.

DCS 2311

Macroeconomics

This course will acquaint students with contemporary modern macroeconomics. Key questions relating to long-term prospects for the wealth of nations and the short-term fluctuations in aggregate economic outcomes will be discussed. Students will be introduced to some analytical tools, learn about the modern approaches to macroeconomic modelling, and appreciate the importance of empirical regularities in informing modelling. It also focuses on macroeconomic policy and business decision-making. Students are expected to possess or have the aptitude for some formal mathematical thinking and analysis.

Year 2 Semester 2 (Y2S2)

CCS 2211

Principles of Accounting

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles, and techniques of the double-entry system and procedures in preparing the final accounts of a sole trader for merchandising and service enterprise. This course aims to provide students with the basic accounting knowledge of the total recording process as well as the maintenance of a full set of accounts that a business organisation should keep.

CCS 2212

Business Mathematics

The course is primarily designed to develop the mathematical knowledge needed by the students to meet the demands of business operations. It is to provide solid coverage of the most basic and frequently occurring business situations.

CCS 2213

Quantitative Methods

This course is designed to give a general overview of quantitative methods used in business study. Firstly, it will introduce the role of business analytics. This will include the business applications of equations and graphs and the quantitative research principles in collecting, summarising, and displaying business data and data visualisation. Secondly, this course will inculcate the basic understanding of elementary probability concepts, estimation, and hypothesis testing methods. Thirdly, this course will expose students to the use of software for data analysis.

ALM 2102

Maritime Organisations and Management

This subject provides a broad and integrated study of the International Maritime Organization (IMO) within the framework of relevant international conventions that govern international shipping practices. This subject facilitates an understanding of how the commercial and government organisations in the international maritime infrastructure are organised and managed. The subject analyses the nature of the influences imposed by the relevant international conventions on the safe operation of ocean-going vessels. It also nurtures the development of a strategic perspective for the management of maritime organisations with respect to safety, quality, and environmental protection.

DCS 2326

Intermediate Microeconomics

To introduce the factors behind countries' long-term growth and those responsible for short-term fluctuations in their levels of output and prices. It also demonstrates how economic booms and busts have prompted economists to search for explanations and possible policies for addressing these instabilities.

DCS 2327

Intermediate Macroeconomics

To introduce the various in-depth macroeconomic problems in a real-business cycle approach ranging from fundamental economic units such as consumer and the firm to government finances in the medium-run to economic growth in the long run, and others such as inflation, national output, and interest rates, etc.

MPU 2451

Dragon Boat

This subject comprises the development of sea sport – Dragon Boat, and selected techniques that emphasise sports and activities management.

MPU 2421

Kayak

This subject comprises the development of sea sport - Kayaking, and selected techniques that emphasise sports and activities management and program organising.

MPU 2461

First Aider

This subject comprises the development of First Aider activities and selected techniques that will emphasise events and activities management.

MPU 2471

Counselling

This subject comprises the development of counselling activities and selected techniques that will emphasise events and activities management.

Year 2 Semester 3 (Y2S3)

CCS 2215

Digital Marketing

Digital Marketing Fundamentals will provide an overview of Digital Marketing to traditional marketing theories and concepts; how they vary and complement each other. The module will also take participants through a thorough analysis of the uses of Digital Marketing tools through brand, service, and product communication; and uncover how digital transformation may be enveloped through digital marketing technologies.

CCS 2216

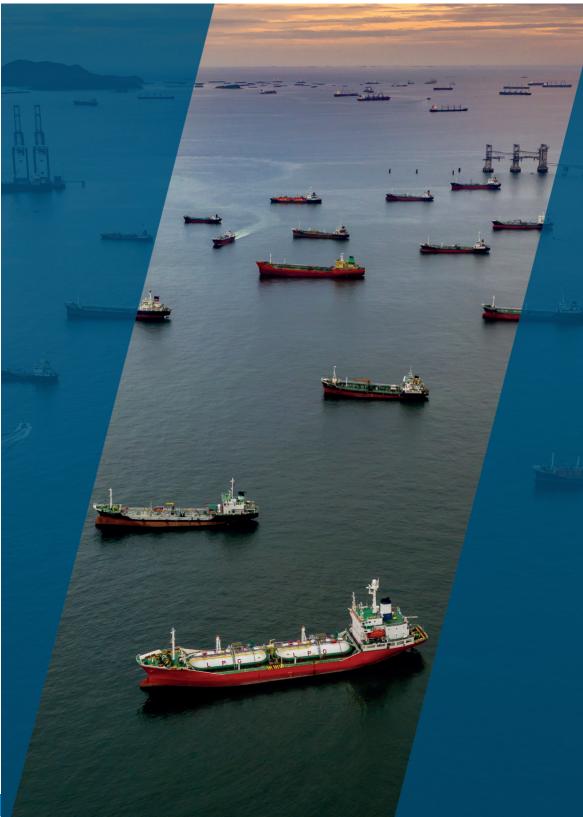
Introduction to Marketing

This subject introduces students to the various tools of the marketer, their strengths and weaknesses, and also the skills necessary to use them effectively and creatively at an operational level. This module will cover the marketing mix and the various methods of positioning products and services to meet the needs of clearly identified market targets.

DCS 2312

Econometrics

This course provides an introduction to Basic Econometrics. It covers topics on linear regression with single and multivariable models, multiple regression estimation, and hypothesis testing used in business decision-making. Problems in regression analysis will be discussed briefly. EViews statistical software will be used wherever appropriate.



C Diploma in Maritime Management (DMM)



Programme Educational Objectives (PEOs)

Four to five years upon successful completion of the programme, the Diploma of Maritime Management programme will produce:

PEO 1

Graduates of maritime management who are knowledgeable, competent, innovative, and possess decision-making analysis skills. They will contribute to the development of human capital in the maritime industry.

PEO 2

Graduates of maritime management who possess effective leadership and teamwork skills, as well as verbal, nonverbal, and interpersonal communication skills in support of their maritime industry roles.

PEO 3

Graduates of maritime management who understand the value of lifelong learning and continuous improvement.

PEO 4

Graduates of maritime management who will demonstrate professionalism, ethics, and social responsibility.

PEO 5

Graduates of maritime management who are capable of engaging in maritime management activities and possess the ability to analyse data, as well as business, information, and communication technology knowledge relevant to maritime management activities.



Programme Learning Outcomes (PLOs)

Upon graduation, students of Diploma in Maritime Management will be able to:

PLO 1

Describe fundamental theoretical knowledge of maritime management.

PLO₂

Apply broad-based management knowledge to solve routine and non-routine problems in different organisations.

PLO 3

Perform tasks, duties and responsibilities, including practices and procedures in line with the current ethics standard in maritime management.

PLO 4

Diversify learning and working communities in the maritime management field by working with others locally and internationally.

PLO 5

Display ability to work effectively with others to achieve shared goals utilising appropriate communication and interpersonal skills.

PLO 6

Use various applications in information, media and technology to support maritime management studies.

PLO 7

Solve numerical and graphical business statistics data in the field of maritime management.

PLO 8

Work autonomously and demonstrate leadership and professionalism within the organisation.

PLO₉

Demonstrate the required attitude and practices to continue developing the knowledge and abilities in the maritime management field in self-directed lifelong learning, which supports professional development.

PLO 10

Apply entrepreneurial competency to perform effectively in the maritime management field, contributing to broader social-political economic locally among the industry communities and national development.

PLO 11

Demonstrate ethical and professional qualities necessary for successful job performance and career advancements.



Programme Curriculum Structure (by semester)

Semester 1 (Year 1)

ı	No.	Code	Subjects	Category	Credit Hours
	1.	MPU 2183/ MPU 2163	Penghayatan Etika dan Peradaban/ Bahasa Melayu Komunikasi 1	MPU	3
	2.	ALM 2101	General Ship Management	ACS	3
	3.	CCS 2201	Information Technology and System	CMS	3
	4.	CCS 2202	Introduction to Management	CMS	3
	5.	DCS 2313	Management and Organisation	DCS	3
	6.	DCS 2323	Managerial Leadership	DCS	3
	Total Credit Hours				

Semester 2 (Year 1)

	•	•		
No.	Code	Subjects	Category	Credit Hours
1.	MPU 2312	Application of Leadership and Team Working	MPU	2
2.	CCS 2214	Total Quality Management	CMS	3
3.	CCS 2203	Entrepreneurship	CMS	3
4.	CCS 2204	Strategic Management	CMS	3
5.	DCS 2306	International Trade and Shipping	DCS	3
6.	DCS 2320	Maritime Law	DCS	3
7.	MPU 2411/ MPU 2421/ MPU 2431/ MPU 2441		MPU	1
Total	18			

Semester 3 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2205	Organisational Behaviour	CMS	3
2.	CCS 2206	International Business	CMS	3
3.	DCS 2308	Principles of Insurance	DCS	3
Total Credit Hours				

Semester 1 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2207	Business English	CMS	3
2.	CCS 2208	Principles of Operation Management	CMS	3
3.	CCS 2209	Human Resource Management	CMS	3
4.	CCS 2210	Introduction to Business Law	CMS	3
5.	DCS 2315	Introduction to Shipping and Transport Logistics Operations	DCS	3
6.	DCS 2325	Logistics and Distribution Management	DCS	3
Total Credit Hours				

Semester 2 (Year 2)

No.	Code	Subjects	Category	Credit Hours	
1.	CCS 2211	Principles of Accounting	CMS	3	
2.	CCS 2212	Business Mathematics	CMS	3	
3.	CCS 2213	Quantitative Methods	CMS	3	
4.	ALM 2102	Maritime Organisations and Management	MPU	2	
5.	DCS 2317	Shipbroking and Chartering Management	DCS	3	
6.	DCS 2324	Liner Shipping Management	DCS	3	
7.	MPU 2451/ MPU 2421/ MPU 2461/ MPU 2471	Dragon Boat/ Kayak/ First Aider/ Counselling	MPU	1	
Total	Total Credit Hours				

Semester 3 (Year 2)

	No.	Code	Subjects	Category	Credit Hours
	1.	CCS 2215	Digital Marketing	CMS	3
	2.	CCS 2216	Introduction to Marketing	CMS	3
	3.	DCS 2318	Warehousing and Material Management	DCS	3
Total Credit Hours					9

Note:

Category	Description
MPU	Mata Pelajaran Umum (MPU) Subjects
ACS	ALAM Compulsory Subjects
CMS	Common Core Management Subjects
DCS	Discipline Core Subjects



Programme Courses Synopsis (by semester)

Year 1 Semester 1 (Y1S1)

MPU 2183

Penghayatan Etika dan Peradaban

Kursus 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.

MPU 2163

Bahasa Melayu Komunikasi 1

Mata pelajaran ini bertujuan untuk membolehkan pelajar berkomunikasi dalam Bahasa Melayu asas yang meliputi situasi kehidupan harian pelajar bukan warganegara di Malaysia. Pelajar juga boleh berikteraksi menggunakan Bahasa Melayu dan dapat membaca serta memahami ayat Bahasa Melayu mudah. Di samping itu pelajar juga boleh menulis karangan pendek dengan menggunakan ayat mudah berkaitan kehidupan seharian.

ALM 2101

General Ship Management

This subject will provide knowledge on controlling the operation of a ship on board, emphasizing Ship Organisation, various types of ship and cargoes, ship structure, and ship stability. It also provides safety awareness on board.

The professionally related knowledge enables the students to contribute effectively to the organisation which employs them. In addition, the knowledge also serves as a foundation for their future professional development.

CCS2201

Information Technology and System

This subject studies the integrated components of a computer system (such as hardware, software, and software applications) and the practical techniques for their efficient use and application to solve everyday life problems. The solutions to problems are designed, managed, and processed via enduser applications and communicated with the appropriate information and communication technologies (ICTs).

CCS 2202

Introduction to Management

This subject provides students with an understanding of management functions, group and individual dynamics within organisations, and to apply such concepts to analyse and solve problems in business situations.

DCS 2313

Management and Organisation

This subject enables students to understand management functions and group and individual dynamics within organisations and apply such concepts to analyse and solve problems in business situations. The subject also provides students with knowledge and skills in leadership, teamwork, and decision-making. In addition, it prepares students on how to analyse and resolve ethical issues in various business settings.

DCS 2323

Managerial Leadership

Based on the vast scientific advancement in social psychology, organisational behaviour, sociology, and other relevant disciplines, this subject addresses the emergence and effectiveness of leaders. Students will gain self-awareness of their personal leadership styles and learn the whole spectrum of effective leadership in the context of interpersonal interactions, teams, and organisations. Students will learn the fundamental principles, features, and processes of influencing others effectively. They will learn to understand the cultural variations and ethical nuances leaders have to face constantly. In summary, this subject aims at turning students into enlightened leaders in that not only do they become more effective in leadership roles but have in-depth and systematic understandings of leadership dynamics as well.

Year 1 Semester 2 (Y1S2)

MPU 2312

Application of Leadership and Team Working

This subject provides the student with knowledge, skills, and understanding of leadership, teamworking, managerial skills, and the decision-making process at the operational level. The student will comprehend shipboard personnel management and training with understanding the international conventions and national legislation.

CCS 2214

Total Quality Management

This course provides learners with an understanding of quality control and improvement systems. The course includes the study of topics related to quality management approaches, design and implementation of quality-related procedures, and related technologies. The focus of the course is on enhancing goods, services, and the business environment.

CCS 2203

Entrepreneurship

This subject provides students with an understanding of the entrepreneurial process, the establishment as well as the management of a venture. Both conceptual (understanding entrepreneurship, the entrepreneur, and the entrepreneurial environment) and technical issues (growing, managing, and financing a venture) will be covered. Issues such as creativity, e-commerce, and family business will also be addressed.

CCS 2204

Strategic Management

This subject provides students with an understanding of the concepts of strategy, strategising, and strategic management and enables them to apply tools, concepts, and frameworks to help an organisation define/redefine its sustained competitive advantage. This subject will also enable students to develop a global outlook, the analysis of the business environments, critical thinking, analytical skills, and ethical awareness, inter alia.

DCS 2306

International Trade and Shipping

This subject contributes to the achievement of the outcomes by enabling students to analyse business situations and problems in international trade and shipping by applying conceptual frameworks from Economics, Finance, Law, and Quantitative methods. Identify and analyse the means by which value is created by the shipping industry in delivering services that facilitate international trade. Develop knowledge and analytical skills necessary to make an immediate contribution when first employed in an organisation related to shipping / international trade.

DCS 2320

Maritime Law

The role/purpose of this subject is to enable students to analyse the legal structure and processes through which international shipping is organised and regulated. Identify and respond appropriately to legal and ethical issues in maritime/international business settings. Evaluate the legal options available while dealing with business problems that need recourse to the relevant principles of maritime law. Develop a global outlook as maritime law is inherently global in nature.

MPU 2411

Social Responsibility

This subject is basically to discuss the concept of community engagement projects, preparation of proposal papers, and effective project features. The purpose of the course is to provide understanding and appreciation for implementing community engagement projects. Teaching and learning will be conducted in the form of interactive lectures, group discussions, experiential learning through group activities, and volunteerism. At the end of the course, students are expected to practice values and ethics, leadership and teamwork, and social responsibility.

MPU 2421

Kayak

This subject comprises the development of sea sport - Kayaking, and selected techniques that emphasise sports and activities management and program organising.

MPU 2431

Swimming

This subject comprises swimming activities and selected techniques that will emphasise activities management.

MPU 2441

Band

This subject comprises band activities and selected techniques that will emphasise activity management.

Year 1 Semester 3 (Y1S3)

CCS 2205

Organisational Behaviour

To introduce the theoretical frameworks from the social sciences useful for understanding organisational processes. To gain exposure to and practise interpersonal skills to enhance your performance in organisational settings and develop your ability to diagnose and solve a broad range of organisational problems.

CCS 2206

International Business

International business programmes give students an understanding of the different business management practices found worldwide and prepare them for graduate careers working abroad or in organisations engaged in business on a global scale.

DCS 2308

Principles of Insurance

This subject aims to provide students with the knowledge of general principles and practices of insurance. It also covers basic risk management and also takaful. It is designed to help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products. After successful completion of this course, students should be able to use insurance as a tool to manage personal and/or group assets.

Year 2 Semester 1 (Y2S1)

CMS 2207

Business English

This course aims to develop the students' ability to communicate in English using appropriate and effective language expressions, focusing on the basics of business writing and oral communication in business-related situations or contexts. This course also provides students with an extensive understanding of the fundamental grammar structures used in Business English and emphasises the use of formal vocabulary and expressions in business-related environments, both orally and in written form.

CCS 2208

Principles of Operations Management

Operations Management (OM) is a functional field of management encompassing the design, operation, and improvement of the processes and systems employed in the creation and delivery of an organisation's products and services. The course exposes students to the concept and process of operation management, and students should be able to apply an effective operation management system in implementing their business activities.

CCS 2209

Human Resource Management

This subject enables students to understand human resource management within organisations and apply such concepts to analyse and solve problems in business situations. The role and purpose focus on the key theories and practices of HRM and provide the students with skills in managing human resources effectively. At the end of the subject, students should understand how HRM functions. for example, recruitment and selection. training and development, performance management, compensation, and industry relations, are organised and managed with the relevant embedded ethical issues.

CCS 2210

Introduction to Business Law

This subject contributes to the achievement of the outcomes by enabling students to analyse business problems by applying conceptual frameworks drawn from case law and legislation, demonstrating critical and creative thinking in the business setting, identifying and responding appropriately to ethical issues arising in the business, and communicating effectively.

DCS 2315

Introduction to Shipping and Transport Logistics Operations

This subject is an introductory subject to develop the necessary skills and knowledge for analysing simple shipping and transport logistics operations and provide a foundation for an advanced level course in these subjects.

DCS 2325

Logistics and Distribution Management

This subject provides an introduction to logistics and distribution management. It aims at providing students with a full understanding of business logistics management, transport, inventory, and distribution systems supported by real business case studies. It includes the analysis of modern business logistics management strategies and discusses how products and services are created and delivered to the customers effectively. In addition, the subject covers the management of the logistics system operations in this information era and the effective utilisation of the information technology concepts to gain a competitive advantage for the company.

Year 2 Semester 2 (Y2S2)

CCS 2211

Principles of Accounting

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles, and techniques of the double-entry system and procedures in preparing the final accounts of a sole trader for merchandising and service enterprise. This course aims to provide students with the basic accounting knowledge of the total recording process as well as the maintenance of a full set of accounts that a business organisation should keep.

CCS 2212

Business Mathematics

The course is primarily designed to develop the mathematical knowledge needed by the students to meet the demands of business operations. It is to provide solid coverage of the most basic and frequently occurring business situations.

CCS 2213

Quantitative Methods

This course is designed to give a general overview of quantitative methods used in business study. Firstly, it will introduce the role of business analytics. This will include the business applications of equations and graphs and the quantitative research principles in collecting, summarising, and displaying business data and data visualisation. Secondly, this course will inculcate the basic understanding of elementary probability concepts, estimation, and hypothesis testing methods. Thirdly, this course will expose students to the use of software for data analysis.

ALM 2102

Maritime Organisation and Management

This subject provides a broad and integrated study of the International Maritime Organization (IMO) within the framework of relevant international conventions that govern international shipping practices. This subject facilitates an understanding of how the commercial and government organisations in the international maritime infrastructure are organised and managed. The subject analyses the nature of the influences imposed by the relevant international conventions on the safe operation of ocean-going vessels. It also nurtures the development of a strategic perspective for the management of maritime organisations with respect to safety, quality, and environmental protection.

DCS 2317

Shipbroking and Chartering Management

The subject aims to comprehend two important aspects of ship operations, namely shipbroking and chartering. Understanding the commercial and legal considerations in charter negotiations is key to successful maritime transportation of cargoes. All key players involved in charter parties, including ship owners, charterers, and brokers, need to grasp the complexities of fixing a vessel. Through a combination of theory, discussion, practical examples, and exercises, students will understand the fundamentals involved in shipbroking and chartering.

DCS 2324

Liner Shipping Management

This subject introduces students gradually to the Various aspect of plan /operation/management/challenges encountered on board liner vessels, their cargoes, and Container terminal. Many emphases have been given to compliance with various international rules and regulations to have safe, secure, and efficient management of liner trade. The provision of well-educated professional seafarers/terminal executives is seen as a desirable element for the future of the Malaysian Merchant Navy, particularly in the liner trade.

MPU 2451

Dragon Boat

This subject comprises the development of sea sport – Dragon Boat, and selected techniques that emphasise sports and activities management.

MPU 2421

Kayak

This subject comprises the development of sea sport – Kayaking, and selected techniques that emphasise sports and activities management and program organising.

MPU 2461

First Aider

This subject comprises the development of First Aider activities and selected techniques that will emphasise events and activities management.

MPU 2471

Counselling

This subject comprises the development of counselling activities and selected techniques that will emphasise events and activities management.

Year 2 Semester 3 (Y2S3)

CCS 2215

Digital Marketing

Digital Marketing Fundamentals will provide an overview of Digital Marketing to traditional marketing theories and concepts; how they vary and complement each other. The module will also take participants through a thorough analysis of the uses of Digital Marketing tools through brand, service, and product communication; and uncover how digital transformation may be enveloped through digital marketing technologies.

CCS 2216

Introduction to Marketing

This subject introduces students to the various tools of the marketer, their strengths and weaknesses, and also the skills necessary to use them effectively and creatively at an operational level. This module will cover the marketing mix and the various methods of positioning products and services to meet the needs of clearly identified market targets.

DCS 2318

Warehousing and Material Management

This subject provides students with the methods and tools necessary to design and manage warehousing, materials handling systems, and inventory control. In particular, this subject emphasizes the importance of information and system integration with supply chain members, value creation through user participation, and the use of a process perspective to improve warehouses and inventory systems quantitatively. On completion, students will be able to analyse existing systems and recommend improvement solutions.



D Diploma in Maritime Services (DMS)



Programme Educational Objectives (PEOs)

Four to five years upon successful completion of the programme, the Diploma of Maritime Services programme will produce:

PEO 1

Produce a knowledgeable, competent, and innovative maritime professional.

PEO 2

Produce a maritime professional with excellent leadership, teamwork and interpersonal skills.

PEO 3

Produce a maritime professional committed to lifelong learning and continuous self-improvement.

PEO 4

Produce an ethical and socially responsible maritime professional.

PEO 5

Produce an enterprising maritime professional with business acumen.



Programme Learning Outcomes (PLOs)

Upon graduation, students of Diploma in Maritime Services will be able to:

PLO 1

Demonstrate systematic comprehension (understanding) of a broad range of complex technical and theoretical knowledge and skills to undertake varied, complex, routine, and non-routine tasks/ study within the maritime services field.

PLO₂

Identify, interpret, and apply general concepts, theory and/or operational principles within a well-defined context of a subject/discipline and/or work with minimal supervision.

PLO₃

Apply a limited range of practical skills, essential tools, methods, and procedures to perform required tasks/work.

PLO 4

Communicate both orally and in writing ideas, information, problems, and solutions, to others, including peers, experts, and non-experts.

PLO₅

Interact effectively, individually, or as a team member with supervisors, peers, and subordinates.

PLO₆

Use a range of digital applications to support study/work as well as to seek and process data related to work or study.

PLO 7

Demonstrate skills to use and interpret routine and complex numerical and graphical/visual data.

PLO 8

Perform work with a significant degree of personal responsibility and autonomy under broad guidance and direction on well-defined. Explore and engage in activities relating to entrepreneurship.

PLO₉

Identify self-improvement initiatives and possibilities for further education.

PLO 10

Explore and engage in activities relating to entrepreneurship.

PLO 11

Demonstrate ability to understand and comply with organisational and professional ethics in the work environment.



Programme Curriculum Structure (by semester)

Semester 1 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	MPU 2183/ MPU 2163	Penghayatan Etika dan Peradaban/ Bahasa Melayu Komunikasi 1	MPU	3
2.	ALM 2101	General Ship Management	ACS	3
3.	CCS 2201	Information Technology and System	CMS	3
4.	CCS 2202	Introduction to Management	CMS	3
5.	DCS 2315	Introduction to Shipping and Transport Logistics Operation	DCS	3
6.	DCS 2316	Port Planning and Management	DCS	3
Total Credit Hours				

Semester 2 (Year 1)

	No.	Code	Subjects	Category	Credit Hours
	1.	MPU 2312	Application of Leadership and Team Working	MPU	2
	2.	CCS 2214	Total Quality Management	CMS	3
	3.	CCS 2203	Entrepreneurship	CMS	3
	4.	CCS 2204	Strategic Management	CMS	3
	5.	DCS 2306	International Trade and Shipping	DCS	3
	6.	DCS 2318	Warehousing and Material Management	DCS	3
	7.	MPU 2411/ MPU 2421/ MPU 2431/ MPU 2441	Social Responsibility/ Kayak/ Swimming/ Band	MPU	1
•	Total Credit Hours				

Semester 3 (Year 1)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2205	Organisational Behaviour	CMS	3
2.	CCS 2206	International Business	CMS	3
3.	DCS 2314	Shipping Finance	DCS	3
Total Credit Hours				

Semester 1 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2207	Business English	CMS	3
2.	CCS 2208	Principles of Operation Management	CMS	3
3.	CCS 2209	Human Resource Management	CMS	3
4.	CCS 2210	Introduction to Business Law	CMS	3
5.	DCS 2319	Cargo Operation and Management	DCS	3
6.	DCS 2322	Insurance in Shipping and Transport Logistics	DCS	3
Total Credit Hours				

Semester 2 (Year 2)

1	No.	Code	Subjects	Category	Credit Hours
	1.	CCS 2211	Principles of Accounting	CMS	3
	2.	CCS 2212	Business Mathematics	CMS	3
	3.	CCS 2213	Quantitative Methods	CMS	3
	4.	ALM 2102	Maritime Organisations and Management	ACS	2
	5.	DCS 2320	Maritime Law	DCS	3
	6.	DCS 2321	Supply Chain Management	DCS	3
	7.	MPU 2451/ MPU 2421/ MPU 2461/ MPU 2471	Dragon Boat/ Kayak/ First Aider/ Counselling	MPU	1
Total Credit Hours					18

Semester 3 (Year 2)

No.	Code	Subjects	Category	Credit Hours
1.	CCS 2215	Digital Marketing	CMS	3
2.	CCS 2216	Introduction to Marketing	CMS	3
3.	DCS 2317	Shipbroking and Chartering Management	DCS	3
Total Credit Hours				

Note:

Category	Description
MPU	Mata Pelajaran Umum (MPU) Subjects
ACS	ALAM Compulsory Subjects
CMS	Common Core Management Subjects
DCS	Discipline Core Subjects



Programme Courses Synopsis (by semester)

Year 1 Semester 1 (Y1S1)

MPU 2183

Penghayatan Etika dan Peradaban

Kursus ini menielaskan 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.

MPU 2163

Bahasa Melayu Komunikasi 1

Mata pelajaran ini bertujuan untuk membolehkan pelajar berkomunikasi dalam Bahasa Melayu asas yang meliputi situasi kehidupan harian pelajar bukan warganegara di Malaysia. Pelajar juga boleh berikteraksi menggunakan Bahasa Melayu dan dapat membaca serta memahami ayat Bahasa Melayu mudah. Di samping itu pelajar juga boleh menulis karangan pendek dengan menggunakan ayat mudah berkaitan kehidupan seharian.

ALM 2101

General Ship Management

This subject will provide knowledge on controlling the operation of a ship on board, emphasising Ship Organisation, various types of ship and cargoes, ship structure, and ship stability. It also provides safety awareness on board. The professionally related knowledge enables the students to contribute effectively to the organisation which employs them. In addition, the knowledge also serves as a foundation for their future professional development.

CCS2201

Information Technology and System

This subject studies the integrated components of a computer system (such as hardware, software, and software applications) and the practical techniques for their efficient use and application to solve everyday life problems. The solutions to problems are designed, managed, and processed via enduser applications and communicated with the appropriate information and communication technologies (ICTs).

CCS 2202

Introduction to Management

This subject enables students to understand management functions and group and individual dynamics within organisations and apply such concepts to analyse and solve problems in business situations.

DCS 2315

Introduction to Shipping and Transport Logistics Operations

This subject is an introductory subject to develop the necessary skills and knowledge for analysing simple shipping and transport logistics operations and provide a foundation for advanced-level courses in these subjects.

DCS 2316

Port Planning and Management

This subject introduces students to the principles and practices of port operations. It provides students with a comprehensive knowledge of the nature of the port, its development, and its management. It also introduces students to the roles and functions of ports in the economic and transport infrastructure of a territory.

Year 1 Semester 2 (Y1S2)

MPU 2312

Application of Leadership and Team Working

This subject provides the student with knowledge, skills, and understanding of leadership, teamworking, managerial skills, and the decision-making process at the operational level. The student will comprehend shipboard personnel management and training with understanding the international conventions and national legislation.

CCS 2214

Total Quality Management

This course provides learners with an understanding of quality control and improvement systems. The course includes the study of topics related to quality management approaches, design and implementation of quality-related procedures, and related technologies. The focus of the course is on enhancing goods, services, and the business environment.

CCS 2203

Entrepreneurship

This subject provides students with an understanding of the entrepreneurial process, the establishment as well as the management of a venture. Both conceptual (understanding entrepreneurship, the entrepreneur, and the entrepreneurial environment) and technical issues (growing, managing, and financing a venture) will be covered. Issues such as creativity, e-commerce, and family business will also be addressed.

CCS 2204

Strategic Management

This subject provides students with an understanding of the concepts of strategy, strategising, and strategic management and enables them to apply tools, concepts, and frameworks to help an organisation define/redefine its sustained competitive advantage. This subject will also enable students to develop a global outlook, the analysis of the business environments, critical thinking, analytical skills, and ethical awareness. inter alia.

DCS 2306

International Trade and Shipping

This subject contributes to the achievement of the outcomes by enabling students to analyse business situations and problems in international trade and shipping by applying conceptual frameworks from Economics, Finance, Law, and Quantitative methods. Identify and analyse the means by which value is created by the shipping industry in delivering services that facilitate international trade. Develop knowledge and analytical skills necessary to make an immediate contribution when first employed in an organisation related to shipping/international trade.

DCS 2318

Warehousing and Material Management

To provide students with the methods and tools necessary to design and manage warehousing, materials handling systems, and inventory control. In particular, this subject emphasises the importance of information and system integration with supply chain members, value creation through user participation, and the use of a process perspective to improve warehouses and inventory

systems quantitatively. On completion, students will be able to analyse existing systems and recommend improvement solutions.

MPU 2411

Social Responsibility

This subject is basically to discuss the concept of community engagement projects, preparation of proposal papers, and effective project features. The purpose of the course is to provide understanding and appreciation for implementing community engagement projects. Teaching and learning will be conducted in the form of interactive lectures, group discussions, experiential learning through group activities, and volunteerism. At the end of the course, students are expected to practice values and ethics, leadership and teamwork, and social responsibility.

MPU 2421

Kayak

This subject comprises the development of sea sport – Kayaking, and selected techniques that will emphasise sports and activities management and organising a program.

MPU 2431

Swimming

This subject comprises swimming activities and selected techniques that will emphasise activities management.

MPU 2441

Band

This subject comprises band activities and selected techniques that will emphasise activities management.

Year 1 Semester 3 (Y1S3)

CCS 2205

Organisational Behaviour

To introduce the theoretical frameworks from the social sciences useful for understanding organisational processes. To gain exposure to and practise interpersonal skills to enhance your performance in organisational settings and develop your ability to diagnose and solve a broad range of organisational problems.

CCS 2206

International Business

International business programmes give students an understanding of the different business management practices found all over the world and prepare them for graduate careers working abroad or in organisations engaged in business on a global scale.

DCS 2314

Shipping Finance

This subject is to develop the knowledge required by students to meet the demands of the shipping business by studying the financing methods widely used in the shipping industry. The shipping industry is considered a trade with characteristics of the capital demanding high risk and low return.

Year 2 Semester 1 (Y2S1)

CCS 2207

Business English

This course aims to develop the students' ability to communicate in English using appropriate and effective language expressions, focusing on the basics of business writing and oral communication in business-related situations or contexts. This course also provides students with an extensive understanding of the fundamental grammar structures used in Business English and emphasises the use of formal vocabulary and expressions in business-related environments, both orally and in written form.

CCS 2208

Principles of Operation Management

Operations Management (OM) is a functional field of management encompassing the design, operation, and improvement of the processes and systems employed in the creation and delivery of an organisation's products and services. The course exposes students to the concept and process of operation management, and students should be able to apply an effective operation management system in implementing their business activities.

CCS 2209

Human Resource Management

This subject enables students to understand human resource management within organisations and apply such concepts to analyse and solve problems in business situations. The role and purpose focus on the key theories and practices of HRM and provide the students with skills in managing human resources effectively. At the end of the subject, students should understand how HRM functions. for example, recruitment and selection. training and development, performance management, compensation, and industry relations, are organised and managed with the relevant embedded ethical issues.

CCS 2210

Introduction to Business Law

This subject contributes to the achievement of the outcomes by enabling students to analyse business problems by applying conceptual frameworks drawn from case law and legislation, demonstrating critical and creative thinking in the business setting, identifying and responding appropriately to ethical issues arising in the business, and communicating effectively.

DCS 2319

Cargo Operation and management

This subject introduces students to the technical, operational, and regulatory knowledge concerning the safe and efficient transport of seaborne cargoes. It develops students' capabilities in the management of cargo handling and transport planning, and it contributes to the safety and efficiency of ship management and cargo operations.

DCS 2322

Insurance in Shipping and Transport Logistics

This subject introduces the practical knowledge of risk management and insurance law in shipping and transport logistics. It is designed to help students understand situations involving risk, their relative importance, ways to manage risk, and methods to select the most effective management techniques. It requires students to communicate and work effectively with classmates and demonstrate critical and creative thinking. After successful completion of this course, students should be able to evaluate risk management decisions for both individuals and corporations. They should also be aware of important public policy issues and institutional changes related to risk.

Year 2 Semester 2 (Y2S2)

CCS 2211

Principles of Accounting

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles, and techniques of the double-entry system and procedures in preparing the final accounts of a sole trader for merchandising and service enterprise. This course aims to provide students with the basic accounting knowledge of the total recording process as well as the maintenance of a full set of accounts that a business organisation should keep.

CCS 2212

Business Mathematics

The course is primarily designed to develop the mathematical knowledge needed by the students to meet the demands of business operations. It is to provide solid coverage of the most basic and frequently occurring business situations.

CCS 2213

Quantitative Methods

This course is designed to give a general overview of quantitative methods used in business study. Firstly, it will introduce the role of business analytics. This will include the business applications of equations and graphs and the quantitative research principles in collecting, summarising, and displaying business data and data visualisation. Secondly, this course will inculcate the basic understanding of elementary probability concepts, estimation, and hypothesis testing methods. Thirdly, this course will expose students to the use of software for data analysis.

ALM 2102

Maritime Organisations and Management

This subject provides a broad and integrated study of the International Maritime Organization (IMO) within the framework of relevant international conventions that govern international shipping practices. This subject facilitates an understanding of how the commercial and government organisations in the international maritime infrastructure are organised and managed. The subject analyses the nature of the influences imposed by the relevant international conventions on the safe operation of ocean-going vessels. It also nurtures the development of a strategic perspective for the management of maritime organisations with respect to safety, quality, and environmental protection.

DCS 2320

Maritime Law

The role/purpose of this subject is to enable students to analyse the legal structure and processes through which international shipping is organised and regulated. Identify and respond appropriately to legal and ethical issues in maritime/international business settings. Evaluate the legal options available while dealing with business problems that need recourse to the relevant principles of maritime law. Develop a global outlook as maritime law is inherently global in nature.

DCS 2321

Supply Chain Management

This subject focuses on operations management in basic supply chains, such as manufacturer-retailer and supplier-manufacturer systems.

The course objectives are to learn current best practices in supply chain management and develop skills in solving specific types of logistics and supply chain problems. The course also intends to improve students' ability to deal with unstructured, dynamic problems encountered in logistics and supply chain management. Skill development is accomplished through lectures, group assignments, and case studies.

MPU 2451

Dragon Boat

This subject comprises the development of sea sport – Dragon Boat, and selected techniques that emphasise sports and activities management.

MPU 2421

Kayak

This subject comprises the development of sea sport – Kayaking, and selected techniques that will emphasise sports and activities management and organising a program.

MPU 2461

First Aider

This subject comprises the development of First Aider activities and selected techniques that will emphasise events and activities management.

MPU 2471

Counselling

This subject comprises the development of counselling activities and selected techniques that will emphasise events and activities management.

Year 2 Semester 3 (Y1S3)

CCS 2215

Digital Marketing

Digital Marketing Fundamentals will provide an overview of Digital Marketing to traditional marketing theories and concepts; how they vary and complement each other. The module will also take participants through a thorough analysis of the uses of Digital Marketing tools through brand, service, and product communication; and uncover how digital transformation may be enveloped through digital marketing technologies.

CCS 2216

Introduction to Marketing

This subject introduces students to the various tools of the marketer, their strengths and weaknesses, and also the skills necessary to use them effectively and creatively at an operational level. This module will cover the marketing mix and the various methods of positioning products and services to meet the needs of clearly identified market targets.

DCS 2317

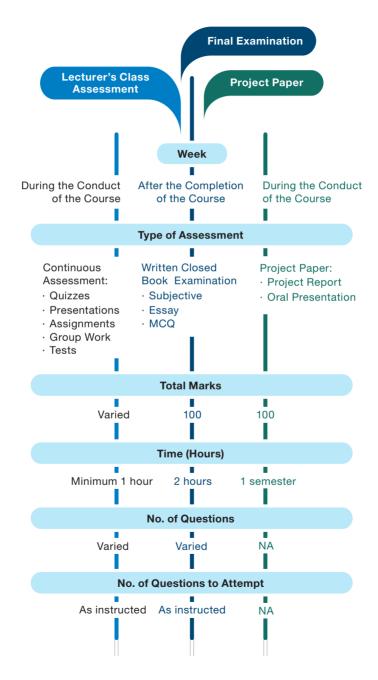
Shipbroking and Chartering Management

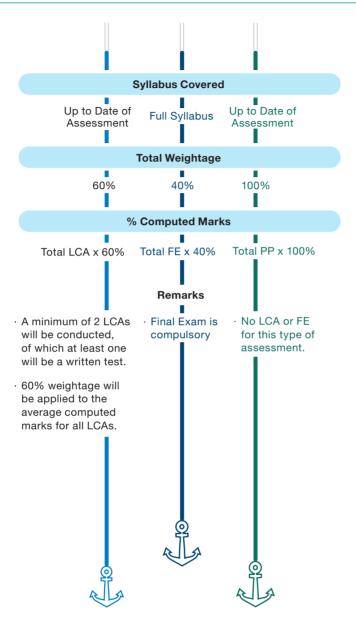
The subject aims to comprehend two important aspects of ship operations, namely shipbroking and chartering. Understanding the commercial and legal considerations in charter negotiations is key to successful maritime transportation of cargoes. All key players involved in charter parties, including ship owners, charterers, and brokers, need to grasp the complexities of fixing a vessel.

Through a combination of theory, discussion, practical examples, and exercises, students will understand the fundamentals involved in shipbroking and chartering.



Summary of Examination Scheme/Assessment Method





Schedule of Programmes 59

First Semester 2022/2023 (August 15, 2022 – January 8, 2023)

First day of the Semester	August 15, 2022		
Lecture	August 15, 2022 - November 20, 2022	(14 weeks)	
Study Week	November 21, 2022 - November 27, 2022	(1 week)	
Final Examination	November 28, 2022 - December 11, 2022	(2 weeks)	
Semester Break	December 12, 2022 - January 8, 2023	(4 weeks)	

Second Semester 2022/2023 (January 9, 2023 – June 4, 2023)

First day of the Semester	January 9, 2023	
Lecture	January 9, 2023 - April 16, 2023	(14 weeks)
Study Week	April 17, 2023 – April 23, 2023	(1 week)
Final Examination	April 24, 2023 – May 7, 2023	(2 weeks)
Semester Break	May 8, 2023 – June 4, 2023	(4 weeks)

Third Semester 2022/2023 (June 5, 2023 - August 6, 2023)

First day of the Semester	June 5, 2023	
Lecture	June 5, 2023 – July 15, 2023	(14 weeks)
Final Examination	July 16, 2023 – July 23, 2023	(1 weeks)
Semester Break	July 24, 2023 – August 6, 2023	(2 weeks)

