

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Internship					
2.	Course Code: BBA 3708					
3.	Name(s) of academic staff: Kamal Abd Razak, MBA					
4.	<p>Rationale: The practical experience on business management can be obtained outside the classroom or campus. Internship or industry training provides the environment for students to add this to their learning. The new experience will enhance their value and confidence for their entry into the employment world.</p>					
5.	Semester and Year offered: Semester 5 or 6 Year 3					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 24	T -	P -	O -	24 GL + 296 IL = 320
7.	Credit Value: 8					
8.	Prerequisite (if any): Completing at least 5 semesters of the program.					
9.	<p>Objectives: Under the Internship or Industrial Training Program, student will be attached in a company/ firm/ institute/ organization for a period of 16 weeks for relevant training on the areas of interest related to the program.</p> <p>The objectives of this course are:</p> <ul style="list-style-type: none"> • To expose the student to the relevant industries and working environment. • To provide the student with opportunities to apply the business knowledge they have learned in jobs environment. • To develop the student with soft skills in planning, communication, team work and problem-solving, as well as analytical and critical thinking skills. 					

10.	<p>Learning outcomes: At the end of the internship the students will be able to:</p> <ul style="list-style-type: none"> • Perform relevant tasks in the industries and working environments. • Apply analytical skills in business knowledge learned in the industry environment. • Demonstrate teamwork, communication and social skills. 													
11.	<p>Transferable Skills: Students are trained to apply their business knowledge and skills to perform in working environments. Soft skills and communication abilities are demonstrated and reinforced to boost students' confidence.</p>													
12.	<p>Teaching-learning and assessment strategy Briefing, supervision, Internship report, presentation</p>													
13.	<p>Synopsis: The course is designed to provide a basic training for students to be exposed to the working conditions in various organizations such as private and public organizations, universities, hospitals and other relevant organizations under a structured internship program. Students shall be supervised by supervisor from both the university and the company they attach to for the specified period.</p>													
14.	<p>Mode of Delivery: Training placement, report writing supervised and evaluated by industrial supervisor and graded by lecturer</p>													
15.	<p>Assessment Methods and Types:</p> <table border="0" style="width: 100%;"> <tr> <td>Assessment by Industry supervisor</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Log book</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Internship Report</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Presentation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td> Total</td> <td style="text-align: right;"> 100%</td> </tr> </table>				Assessment by Industry supervisor	40%	Log book	10%	Internship Report	30%	Presentation	20%	 Total	 100%
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Mapping of Learning Outcomes to Taxonomy and Assessment Methods														
		Assessment Methods												
	Learning Outcomes	Bloom's Taxonomy	Industry Internship Evaluation	Internship Report	Presentation									
	LO1	C3,P4	Part G, E	Section 5	Part C									
	LO2	P4	Part D	Evidences of application.	Part B									
	LO3	C3	Part F, H and I	Section 6 to 7	Part B, D									

16.	Mapping of the course/module to the Programme Aims NA							
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached							
18.	Content outline of the course/module and the SLT per topic:							
		Delivery				GL	NGL	SLT
	Topics	L	T	P	O	Hour	Hour	
	The Internship or Industrial Placement Program will involve various stages:							
	1. Writing cover letter, resume writing, and handling interviews.							
	2. Understanding job offers and condition of placements.	6	-	-	-	6	12	18
	3. Policies and guidelines on placement.							
	4. Meetings with supervisor	12	-	-	-	12	24	36
	5. On-site visit by lecturer (at least once)	4	-	-	-	4	8	12
	6. Attachment to workplace.	-	-	-	-	-	244	244
	7. Presentation of job attachment and report by students.	2	-	-	-	2	8	10
	TOTAL STUDENT LEARNING TIME	24	-	-	-	24	296	320
	Other additional information: Nil							