



UNIVERSITI TEKNOLOGI MARA

MGT028: INTRODUCTION TO BUSINESS

Course Name (English)	INTRODUCTION TO BUSINESS APPROVED
Course Code	MGT028
MQF Credit	3
Course Description	This course is designed to introduce basic knowledge of business to prepare students for diploma courses. The course content includes concept of business, entrepreneurship, management and marketing. It also covers sub-topics on digital marketing (e-marketing) to align with today's digital era.
Transferable Skills	Digital marketing Entrepreneurship Communication Leadership Teamwork Knowledge
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Web Based Learning, Discussion
CLO	CLO1 Able to define basic knowledge of business. CLO2 Able to explain basic management and marketing concepts. CLO3 Able to apply basic business, management and marketing concepts.
Pre-Requisite Courses	No course recommendations
Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none">• n/a Norlida. K, Za'faran. H, Rabiah. A.W., Rohaya. M. H <i>Principles of Management</i>• n/a Griffin, R. W., <i>Fundamentals of Management</i>• n/a C.W. Lamb Hr. J. F. Hair, Jr & Mc Daniel <i>Marketing</i>