

External Assessor Report

Programme: Bachelor in Business Administration (MQF Level 6)

Institution: Mahsa International College (Formerly known as Penang International Dental College)

Faculty/School: School of Business

Academic Session / Semester: 2026/2027 Intakes

External Assessor: Assoc. Prof. Dr. Gooi Leong Mow, Twintech International University College of Technology

Review Date: 12th June 2026

Report Submission Date: 26th June 2026

Overall, the Bachelor of Business Administration (BBA) programme demonstrates a coherent and systematic approach to ensuring the attainment of its Programme Educational Objectives (PEOs) and Programme Learning Outcomes (PLOs). The programme structure, curriculum content, teaching and learning activities, and assessment methods are appropriately aligned with the requirements of the Malaysian Qualifications Framework (MQF) Level 6 and the expectations of the Malaysian Qualifications Agency (MQA). The curriculum provides comprehensive coverage of key business disciplines, including management, accounting, economics, marketing, finance, entrepreneurship, business analytics and strategic management, enabling students to develop the knowledge, competencies and professional attributes required for further studies, employment and career development in the business environment.

The assessment framework is designed to support and measure the progressive achievement of the programme's PLOs and, ultimately, its PEOs. A combination of formative and summative assessments is employed throughout the programme to evaluate students' knowledge, cognitive abilities, practical competencies, communication skills, interpersonal skills, digital capabilities and professional values. Formative assessments such as case studies, assignments, presentations, group projects and problem-solving activities provide opportunities for students to apply business theories to real-world situations, develop analytical and critical thinking skills and demonstrate effective communication and teamwork. Summative

assessments, including tests and final examinations, further evaluate students' ability to integrate, analyse and apply knowledge across relevant business areas at the expected bachelor's degree level.

The alignment between the curriculum, CLOs, PLOs, PEOs and assessment components ensures that students are provided with appropriate learning experiences and opportunities to progressively achieve the intended programme outcomes. Assessment evidence is systematically used to monitor student achievement and identify areas for improvement in teaching, learning and curriculum delivery. Overall, the BBA programme adopts an outcome-based education approach and demonstrates clear alignment among its educational objectives, learning outcomes, curriculum and assessment practices, supporting the development of competent, ethical, adaptable and industry-ready graduates who are capable of contributing effectively to the business and organisational environment.

In conclusion, the programme reflects strong adherence to outcome-based education (OBE) principles, supported by a well-integrated curriculum and effective assessment practices. These collectively ensure that students are equipped with the necessary competencies, professional skills and academic knowledge required to succeed in the business field, while fully meeting the prescribed programme standards and MQF requirements.

Further enhancements are required in this area as outlined below.

No.	External Advisor	Issue / Recommendation
1.	Assoc. Prof. Dr Gooi Leong Mow	<i>Business Communication (BUS6123)</i> The course is intended to address key aspects of business communication; however, the current synopsis does not explicitly reflect or emphasise communication as a central focus. It is recommended that the synopsis be revised to more clearly articulate the communication components to ensure better alignment with the course title and learning outcomes. <i>Entrepreneurship (ENT6113)</i> The synopsis appears to lack clarity and accuracy in its writing, and there are areas that require improvement. For instance, certain phrases such as "particularly with internet technologies" seem incomplete and may affect the

		overall coherence of the description. It is recommended that the synopsis be refined for better sentence structure, clarity and alignment with academic writing standards. <i>Quality and Change Management (MGT6233)</i> Recommended that the subject content be adjusted to align with a certificate-level programme, with intellectual property topics presented in an introductory and fundamental manner rather than in detailed coverage. <i>Marketing Management (MKT6353)</i> The current synopsis appears to be largely similar to that of Principles of Marketing, which may not be appropriate. Each course should demonstrate clear differentiation in terms of scope, depth, and learning focus. It is therefore recommended that the synopsis be revised to better reflect the distinct objectives and content of this course, ensuring alignment with its intended level and learning outcomes. <i>Financial Technology (FIN6344)</i> The synopsis requires further refinement to ensure it is written clearly and accurately. While AI is only one of the topics covered, the synopsis places emphasis on areas such as big data and related concepts which may lead to inconsistency in focus. It is recommended that the content be reviewed to ensure alignment between the topics and the overall description. <i>Technology Management (CIT6333)</i> It is recommended that the content be reviewed to ensure it accurately reflects the scope, focus and intended learning outcomes of the course.
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Prepared by:



(ASSOC. PROF. DR. GOOILEONG MOW)