
MINUTES OF MEETING BETWEEN EXTERNAL ASSESOR AND SCHOOL OF BUSINESS ACADEMIC TEAM

DATE : 20 February 2026

TIME : 2:00pm – 3.00pm

VENUE : Zoom Platform

Attendees :

1. Ms. Ong Cheng Hoon, School of Business & Partnership Program Director
2. Mr. Muhammad Mu'adz bin Mohd Saufee, School of Business Program Representative
3. Mr. Chandra Kanthen A/L Jumbulingam, Centre of Pre-U Program Director
4. Ms. Abhineshwary A/P Bhalraj, Centre of Pre-U Program Representative
5. Assoc. Prof. Dr Gooi Leong Mow, External Assessor

Agenda:

1. Opening Remark
2. External Assessor with Academic Team Discussion
3. Closing remark

No.	Discussion
1	<p><u>Opening Remarks</u></p> <p>Ms. Judy called the meeting to order and welcomed all attendees. She then outlined the agenda for the session, which focused on discussing proposed improvements for the Bachelor in Business Administration programme.</p>
2.	<p><u>External Assessor with Academic Team Discussion</u></p> <p>2.1 Overall Programme Curriculum: The External Assessor noted that the overall curriculum of the Bachelor in Business Administration programme is well-structured and demonstrates strong alignment with its intended learning outcomes. The mapping between Course Learning Outcomes (CLOs), Programme Learning Outcomes (PLOs), and the requirements of the Malaysian Qualifications Framework (MQF) Level 6 is clear and coherent, reflecting a systematic and outcome-based approach to curriculum design. The programme content is comprehensive, covering key functional areas such as accounting, economics, marketing, management, finance, business analytics and strategic management. This ensures that students are equipped with both theoretical foundations and practical competencies that are relevant to current business environments.</p>



2.2 Assessment Approach: The External Assessor observed that the programme adopts a well-balanced assessment approach, incorporating both formative and summative methods to support continuous student development and effective evaluation of learning outcomes. Formative assessments, such as case analyses, assignments, presentations, and group projects, encourage active engagement and provide opportunities for students to apply theoretical knowledge in practical settings while developing essential skills including critical thinking, communication and teamwork. Summative assessments, including tests and final examinations, are appropriately designed to assess students' ability to analyse, synthesise and apply knowledge across various business disciplines in alignment with bachelor-level standards.

2.3 Issues/Recommendations: The External Assessor raised concerns regarding the accuracy and appropriateness of several course synopses (as referenced in Table 4). In some instances, the synopses do not clearly reflect the intended scope and depth of the subjects, with indications of misalignment in content emphasis and level. It is therefore recommended that the synopses be reviewed and refined to ensure clarity, consistency and alignment with the respective course learning outcomes and overall programme expectations.

2.3.1 Business Communication (BUS6123): The External Assessor noted that while the course is designed to cover key elements of business communication, the current synopsis does not sufficiently highlight communication as its primary focus. It is recommended that the synopsis be revised to more clearly emphasise the communication aspects of the course, ensuring stronger alignment with the course title and intended learning outcomes.

2.3.2 Entrepreneurship (ENT6113): The External Assessor noted that the synopsis requires further refinement to enhance clarity and accuracy in its presentation. Certain expressions, such as "particularly with internet technologies," appear incomplete and may compromise the overall coherence of the description. It is recommended that the synopsis be revised to improve sentence structure, clarity and adherence to academic writing standards.

2.3.3 Quality and Change Management (MGT6233): It is recommended that the subject content be revised to ensure alignment with certificate-level expectations, with intellectual property topics delivered at a basic and introductory level rather than through detailed or in-depth coverage.

2.3.3 Marketing Management (MKT6353): The External Assessor observed that the current synopsis shows considerable similarity to that of Principles of Marketing, which may not be appropriate. Each course is expected to demonstrate clear distinction in terms of scope, depth, and learning focus. It is therefore recommended that the synopsis be revised to more accurately reflect the unique objectives and content of the course, ensuring appropriate differentiation as well as alignment with the intended programme level and learning outcomes.



	<p>2.3.4 Financial Technology (FIN6344): The External Assessor noted that the synopsis requires further refinement to enhance clarity and accuracy. Although artificial intelligence represents only one component of the course, the synopsis places disproportionate emphasis on areas such as big data and related concepts, which may result in an imbalanced representation of the subject focus. It is therefore recommended that the content be reviewed and realigned to ensure consistency between the stated topics and the overall course description.</p> <p>2.3.5 Technology Management (CIT6333): It is recommended that the course content be reviewed to ensure clear alignment with the intended scope, focus, and learning outcomes of the subject.</p>
3	<p><u>Closing Remark</u></p> <p>The Programme Director acknowledged the issues and recommendations raised by the External Assessor, particularly those related to curriculum depth, content scope and assessment alignment. She expressed appreciation for the constructive feedback and affirmed the need to ensure full alignment with MQF Level 6 standards, as well as consistency between course learning outcomes, content delivery and assessment design.</p> <p>She further confirmed that a comprehensive internal review will be conducted in collaboration with the academic team to address the identified gaps. This review will prioritise the streamlining of subject content, recalibration of syllabus depth, appropriate adjustment of examination duration and enhancement of overall curriculum consistency to ensure alignment with bachelor-level expectations.</p> <p>The Programme Director assured the panel that necessary improvements will be systematically implemented and properly documented before the next academic cycle, including updated curriculum mapping and revised course documentation to reflect the enhancements made.</p> <p>There being no further matters for discussion, the meeting was adjourned at 3:00 p.m.</p>



Prepared by:

Mr. Muhammad Mu'adz bin
Mohd Saufee, School of
Business Program
Representative

Date: 25 February 2026

Approved by:

Judy Ong

Ms. Ong Cheng Hoon, School of
Business Program Director

Date: 25 February 2026