



UNIVERSITI MALAYSIA PAHANG
AL-SULTAN ABDULLAH

Forum ODL@UMPSA: From Preparation to Excellence

3rd September 2026, 10am - 12.00pm



**TEKNOLOGI
UNTUK
MASYARAKAT**





Persediaan Dokumen Permohonan MQAO1 dan Penyediaan SIM bagi Program ODL

“Bukan sekadar menyediakan dokumen –
tetapi berkongsi pengalaman sebenar,
cabaran dan amalan terbaik.”



Dr. Noraine
Bahari



Prof. Madya Ts.
Dr. Lee Chia Kuang



Dr. Muhammad
Waffy Fazil

Sharing Session:

Assoc. Prof. Ts. Dr. Lee Chia Kuang
(Head Of ODL)

Dr. Noraine Bahari
(MBA ODL Coordinator)

Dr. Mohammad Waffy Fazil
(MPM ODL Coordinator)



TARIKH:
3 SEPTEMBER 2026
(KHAMIS)



MASA:
10 PAGI -
12 T/HARI



KAEDAH:
Secara dalam talian
MS Teams



APA YANG AKAN DIKONGSIKAN?



Pengalaman sebenar
penyediaan MQA-01



Cabaran, perkara penting
& lessons learned



Tips praktikal &
amalan terbaik





The UMPSA MBA AND MPM ODL Ecosystem

Graduate Engineering & Technological Business School (GET-BS)

Faculty of Industrial Management · Universiti Malaysia Pahang Al-Sultan Abdullah

Guiding the Vision: Strategic Leadership & Governance



Executive Direction & Faculty Leadership

Profesor TS Dr. Yatimah binti Alias
Naib Canselor

Prof. Ts. Dr. Kamal Bin Yusoh
Timbalan Naib Canselor - Akademik Dan Antarabangsa

Prof Ts Dr Che Ku Mohammad Faizal Che Ku Yahya
Pengarah Kanan Strategik dan Pengembangan Akademik

Dr. Mohd Hanafiah Bin Ahmad
Dekan Fakulti Pengurusan Industri - FPI

Prof. Madya Dr. Muhammad Ashraf Fauzi
Timbalan Dekan – Penyelidikan & Pengajian Siswazah

Dr. Noraina Mazuin Binti Sapuan
Ketua Jabatan GET-BS



Academic Quality & Accreditation

Prof. Ts. Dr. Mohd Rashid Bin Ab Hamid
Pengarah Pusat Akreditasi Akademik - PAA

Prof. Madya Ir. Ts. Dr. Juliawati Binti Alias
Pengarah Pusat Jaminan Kualiti Akademik - PPSK

Dr. Nur Syamimi Binti Zulkefli
Ketua Penyelaras Jaminan Kualiti Akademik, FPI

The Operational Core: Driving the MBA ODL Experience



FLEXMC & ODL Coordination

Prof. Madya Ts. Dr. Awanis Binti Romli
(Pengarah FLEXMC)

Dr. Danakorn Nincarean A/L Eh Phon
(Ketua Teknikal FLEXMC)

Prof. Madya Ts. Dr. Lee Chia Kuang
(Ketua Penyelaras ODL)

Dr. Noraine Binti Bahari
(Penyelaras ODL MBA, FPI)

Dr. Mohammad Waffy Bin Fazil
(Penyelaras ODL MPM, FPI)



Program Administration

En. Abd Razak Bin Ja'afar
(Pengurus FPI)

Cik Nur Syahirah Binti Sulaiman
(Pegawai Tadbir PAA)

Azslinda Binti Ibrahim
(Pembantu Tadbir PAA)



Library & Information Services (Perpustakaan UMPSA)

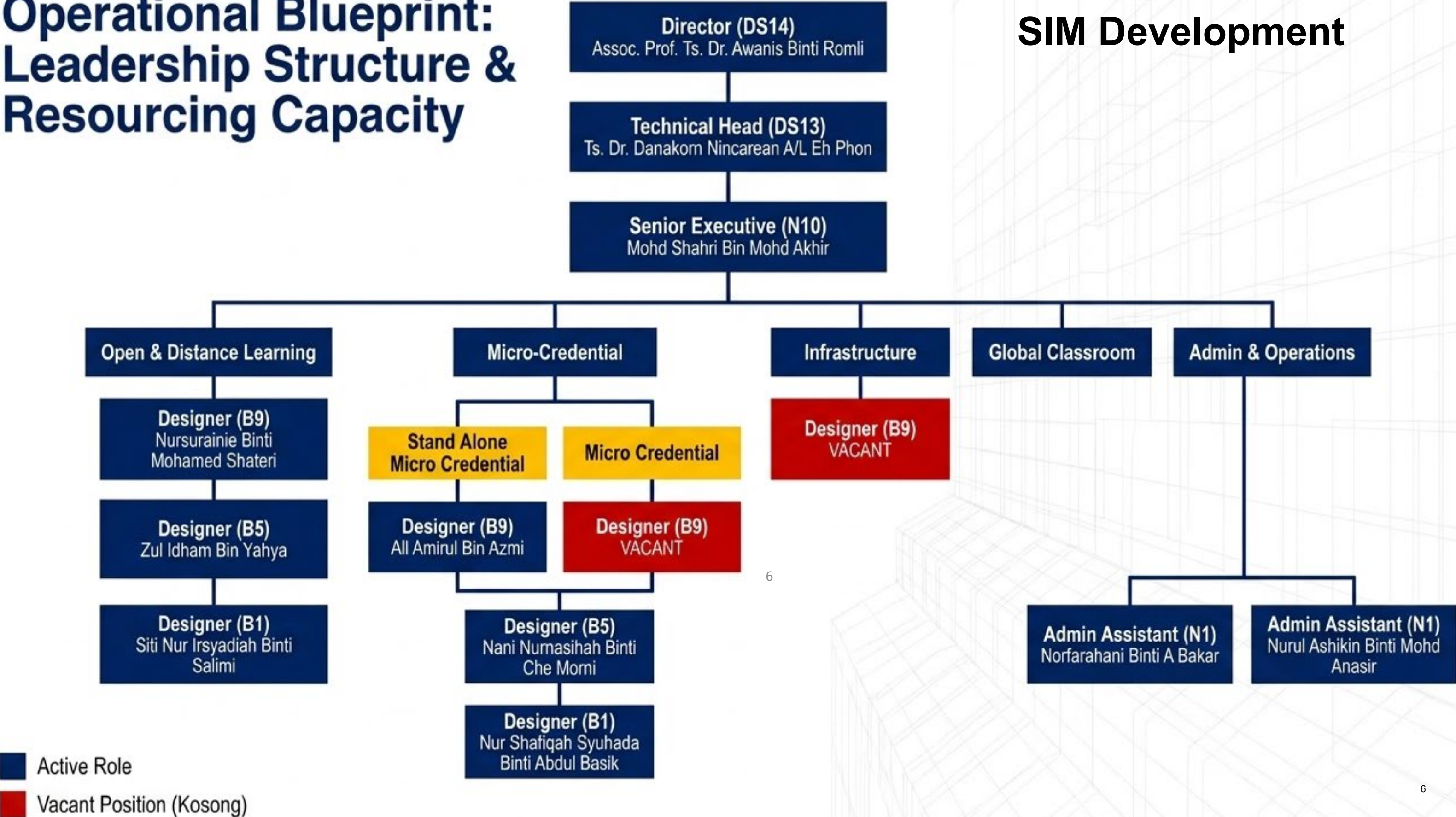
Puan Noorul Farina Binti Arifin
(Timbalan Ketua Pustakawan,
Ketua Bhg. Perkhidmatan Maklumat)

Pn. Sharifah Nazirah Binti Syed Omar
(Ketua Unit Khidmat Pelanggan,
Perpustakaan UMPSA Gambang)

Pn. Affida Binti Abu Bakar
(Ketua Seksyen Pendidikan & Penyelidikan,
Perpustakaan UMPSA Gambang)

Operational Blueprint: Leadership Structure & Resourcing Capacity

SIM Development



MBA ODL Semester Structure Summary

40
Total
Credits

Long Semester 1



Focus:
Foundational
Business Acumen



Workload:
5 Core Courses

15
Credits

Long Semester 2



Focus:
Advanced
Management &
Strategy



Workload:
5 Core Courses

16
Credits

Short Semester



Focus:
Application &
Capstone



Workload:
1 Core Course +
MBA Project

9
Credits

Building the Strategic Foundation



Semester 1 Core Operations & Analytics 15 Credits

KB01113: Economics for Managers (3 Credits)

KB01123: Strategic Marketing and
Entrepreneurship (3 Credits)

KB01133: Financial Management (3 Credits)

KB01153: Business Operations Optimization
(3 Credits)

KB01143: Business Analytics for Decision Making
(3 Credits)



Semester 2 Strategy & Innovation 16 Credits

KB01223: Managing People Performance (3 Credits)

KB01234: Research Methodology (4 Credits)

KB01213: Managerial Accounting (3 Credits)

KB01243: Corporate Governance (3 Credits)

KB01253: Design Thinking for Product Design
Development (3 Credits)

The Capstone Application

SHORT SEMESTER (9 CREDITS)

Theoretical Integration



KB01323

Strategic Management

3 Credits

Builds the strategic lens for analysing organisational direction, governance choices and executive decision-making.



Applied Outcome



KB01316

MBA Project

6 Credits

Demonstrates executive readiness through a capstone project that translates learning into a practical organisational solution.

9 Credits • Finalizing the 40-Credit Journey into Executive Readiness

Course Roadmap & Module Developer Matrix

Long Semester 1 (15 Credits)		Long Semester 2 (16 Credits)		Short Semester (9 Credits)
Economics for Managers (KBO1113, 3 cr) • Dr. Noraina Mazuin Sapuan (L) • Dr. Rusnifaezah Musa • Dr. Mohd Hanafiah Ahmad	Strategic Marketing & Entrepreneurship (KBO1123, 3 cr) • Dr. Nurul Ashykin Abd Aziz (L) • Dr. Rusnifaezah Musa • PM Ts. Dr. Muhammad Ashraf Fauzi • Dr. Noraine Bahari	Managing People Performance (KBO1223, 3 cr) • Dr. Suhaidah Hussain (L) • Dr. Nur Sofia Nabila Alimin • Dr. Khairunnisa Abdul Aziz	Research Methodology (KBO1234, 4 cr) • Prof. Dr. Yudi Fernando (L) • Dr. Azi Izwani Nor Hamzah • Ts. Dr. Ahmad Taufik Nursal • Dr. Nor Rokiah Hanum Md Haron	Strategic Management (KBO1323, 3 cr) • Dr. Mohd Hanafiah Ahmad (L) • Dr. Suhaidah Hussain • PM Ts. Dr. Muhammad Ashraf Fauzi
Financial Management (KBO1133, 3 cr) • Prof. Dr. Irene Ting Wei Kiong (L)	Business Operations Optimization (KBO1153, 3 cr) • Ts. Dr. Azian Ibrahim (L) • Ts. Dr. Muhammad Fakhrul Yusuf • PM Ts. Dr. Lee Khai Loon • Ts. Dr. Syed Radzi Rahamaddulla • Dr. Ahmad Nazif Noor Kamar • Dr. Charis D/O Samuel Solomon Kopillai	Managerial Accounting (KBO1213, 3 cr) • Dr. Inaliah Mohd Ali (L) • Dr. Norwazli Abdul Wahab	Corporate Governance (KBO1243, 3 cr) • Dr. Norwazli Abdul Wahab (L) • Dr. Inaliah Mohd Ali • Dr. Suliza Binti Abd Rashid	MBA Project (KBO1316, 6 cr) • Dr. Khairunnisa Abdul Aziz (L) • Dr. Noraina Mazuin Sapuan
Business Analytics for Decision Making (KBO1143, 3 cr) • Dr. Noridayu Mah Hashim (L) • Dr. Zetty Ain Kamaruzzaman • Dr. Ahmad Taufik Nursal • PM. Dr. Cheng Jack Kie		Design Thinking for Product Design Development (KBO1253, 3 cr) • PM Dr. Puteri Fadzline Muhamad Tamyaz (L) • Dr. Fatimah Mahmud		

Defining the UMPSA MBA Graduate Vision



PEO1: Strategic Knowledge

Comprehensive understanding and advanced knowledge for making strategic-level decisions.



PEO2: Critical Problem Solving

Highly critical thinking skills capable of solving complex industry challenges.



PEO3: Managerial Excellence

Strategic and managerial skills to sustainably enhance business and management practices.



PEO4: Entrepreneurial Leadership

Strong managerial competencies and entrepreneurial skills to lead effectively across diverse organizations.



PEO5: Ethical Integrity

High integrity and strong ethical standards, ensuring excellence in executing managerial tasks.

The Alignment Architecture: Mapping Outcomes to Objectives



Strategic Concentration: The bulk of the program's tactical skills (PLOs 3–8) are intentionally engineered to support **Managerial Excellence (PEO3)**, forming the core operational engine of the MBA graduate.



The ODL Blueprint: Delivery & Assessment Framework

Core MQA structural requirements for course composition, content development, and evaluation.

THE ODL GOLDEN RATIOS

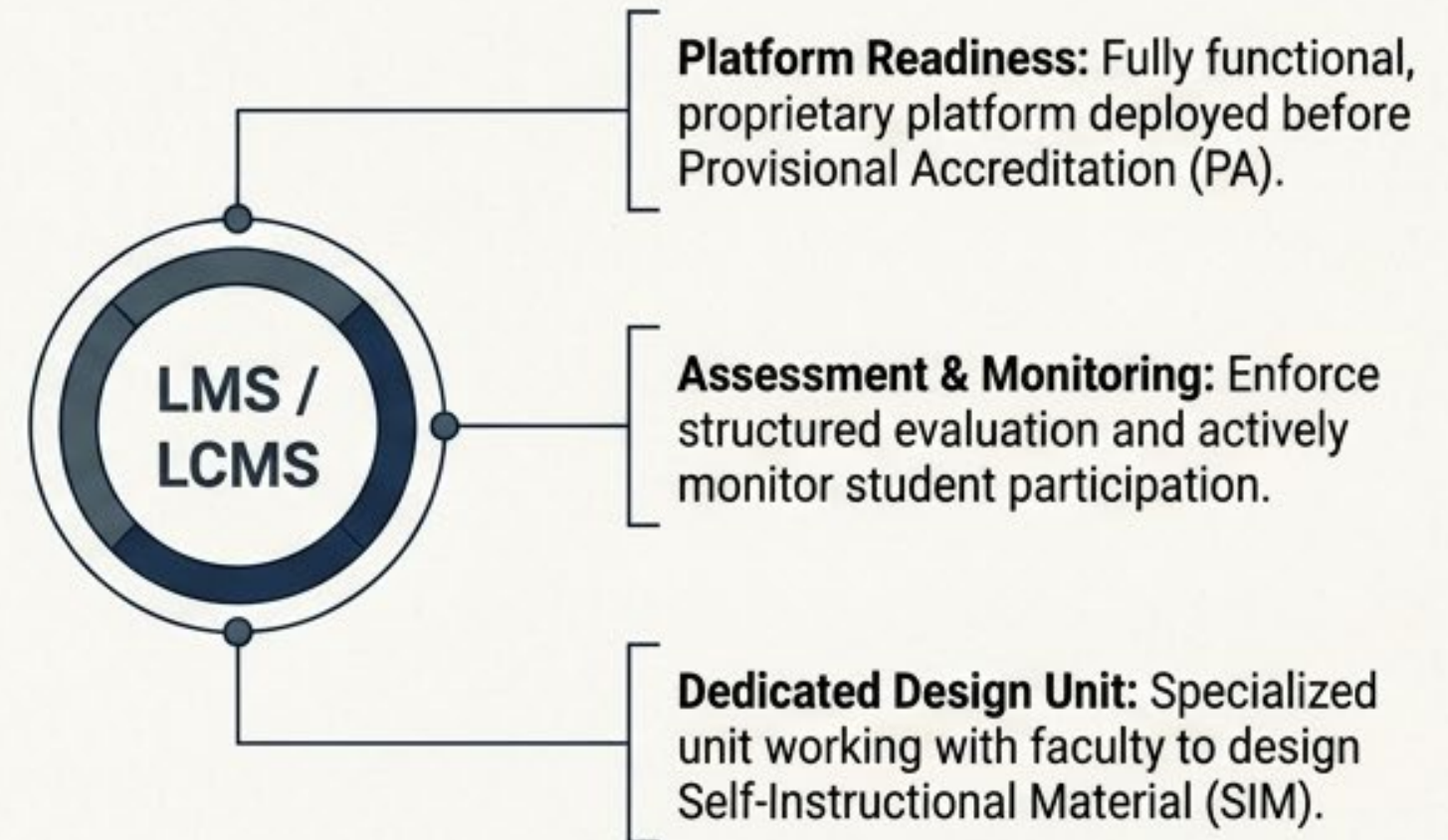


Minimum total program courses delivered via ODL.



Minimum Student Learning Time (SLT) conducted via ODL per course.

THE DIGITAL ENGINE



PHASED SIM DEVELOPMENT PIPELINE

Step 1: Provisional Accreditation (PA)

SIM fully developed and ready for all Semester 1 subjects.

Step 2: Post-Approval Operations

SIM fully developed for all Year 1 subjects within exactly one semester of running the program.

Step 3: Full Accreditation (FA)

100% SIM completion for all program subjects, including credit transfer courses.

The ODL Ecosystem: People & Infrastructure

Comprehensive support systems required to sustain students, empower faculty, and maintain resources.



Student Support Services

Onboarding

Mandatory ODL-specific orientation modules to acclimatize students.

Inclusivity

Tailored support networks for new entries, transfer students, and special needs individuals.

Delivery Flexibility

Tutorial sessions conducted via virtual environments or physical face-to-face meetings.

Dedicated Teams

Maintain specialized staff including instructional designers, graphic designers, editors, and ICT support.



Academic Staff

Leadership Structure

A fully qualified, full-time program coordinator helms the ODL program.

Session Facilitation

Qualified part-time tutors are officially permitted to handle tutorial sessions.

Continuous Training

Mandatory structured training on ODL pedagogy, tutorial management, and LMS administration.



Educational Resources

Governing Policies

Comprehensive e-learning policies regulating device usage, networks, and e-content standards.

Facilities & Access

Robust physical and virtual ecosystems, digital libraries, and practical labs to support delivery and research.

Expansion Compliance

Regional or Learning Centers outside the main campus strictly require prior Ministry of Higher Education (KPT) approval.

ODL COURSE DESIGN GUIDE: 3 CREDITS

RECOMMENDED 40:40:20 COURSE DESIGN DISTRIBUTION

Recommended guide only — not a mandatory MQA formula.

1

LEARNING MATERIALS

40%

Includes video lectures, notes, slides, e-books, and self-instructional materials (SIM).



2

LEARNING ACTIVITIES & SELF-ASSESSMENT

40%

Includes interactive learning activities and self-assessment opportunities that support engagement, practice, reflection, feedback, and learning improvement.

SELF-ASSESSMENT & FORMATIVE LEARNING



Low-stakes or non-graded activities that help learners check their own understanding and receive feedback before summative assessment.

LEARNING ACTIVITIES



Discussion Forums



Tutorials



Practice Exercises

SELF-ASSESSMENT



Reflections



Collaborative Tasks



Self-check Quizzes / Knowledge Checks

3

ASSESSMENT

20%

Includes assessments to measure achievement of learning outcomes.

SUMMATIVE ASSESSMENT



Summative assessments are conducted at key points or at the end of the course to determine overall achievement.



Quizzes (Summative)



Assignments



Projects



Presentations & Final Assessment

DESIGN PRINCIPLES & WORKLOAD



FLEXIBLE & OUTCOME-ALIGNED

The distribution should align with Course Learning Outcomes (CLO) and teaching strategies.



BALANCED DESIGN PRINCIPLE

Balance content delivery, engagement, and assessment to support meaningful and self-directed learning.



WORKLOAD CALCULATION

$$48 \text{ SLT} + 48 \text{ SLT} + 24 \text{ SLT} = 120 \text{ SLT}$$

For 3 credits, based on 1 credit = 40 SLT.

Workload calculation should align with CLO and teaching strategies.



NOTE

40:40:20 is a recommended guide, not a mandatory MQA formula. Adjust the distribution based on CLO, learning level, delivery mode, and course needs.

AUDIT PRESENTATION PLAYBOOK (MQA-01)

SELF-INSTRUCTIONAL MATERIAL (SIM) ODL STRATEGIES



Compliant with COPPA-ODL Standards

Audit MQA-01: Evaluating Ecosystem Readiness

The MQA-01 Audit (Provisional Accreditation) focuses on two primary areas of evidence:

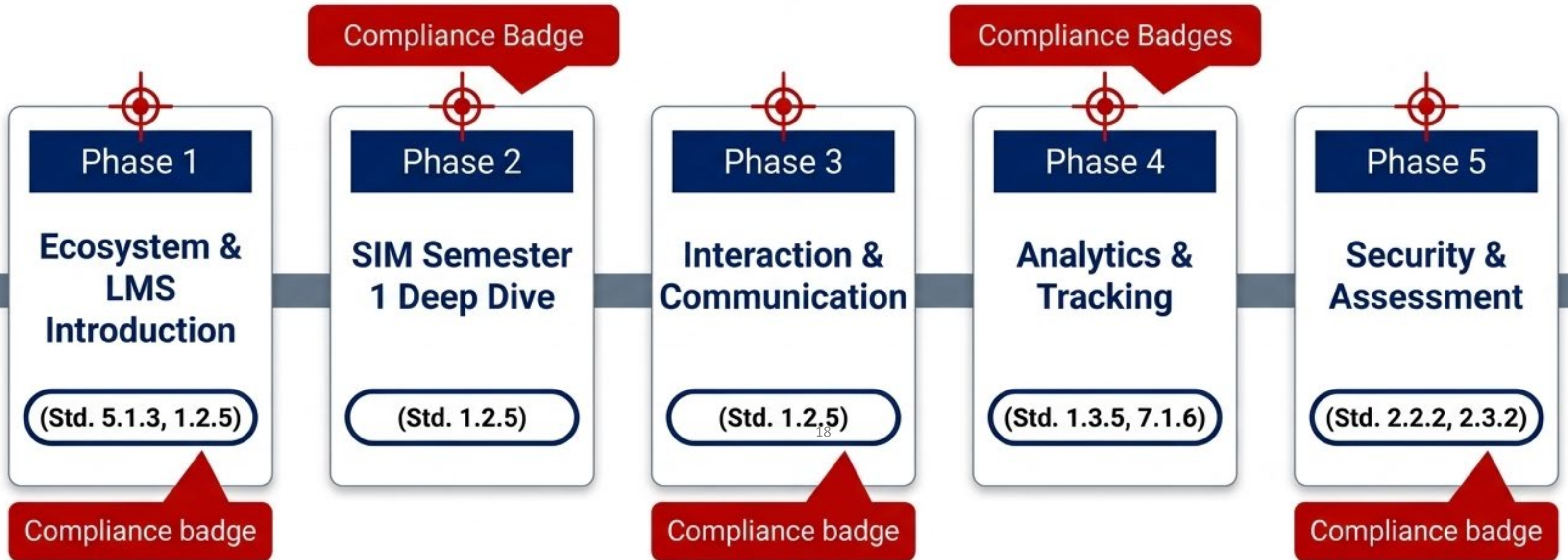
1. Readiness of curriculum design.
2. Preparation of the program delivery ecosystem infrastructure.



MANDATORY MQA MANDATE:
Higher Education Providers (HEPs) are required to showcase 100% complete Self-Instructional Materials (SIM) for all Semester 1 courses.

17

MQA-VA: Proving Compliance with COPPA-ODL Standards



PHASE 1: Proving System Accessibility & Support

Action 1: Live Login Demo — Demonstrate the live login process. Prove the platform functions seamlessly as a centralized repository via unique LMS Credentials.

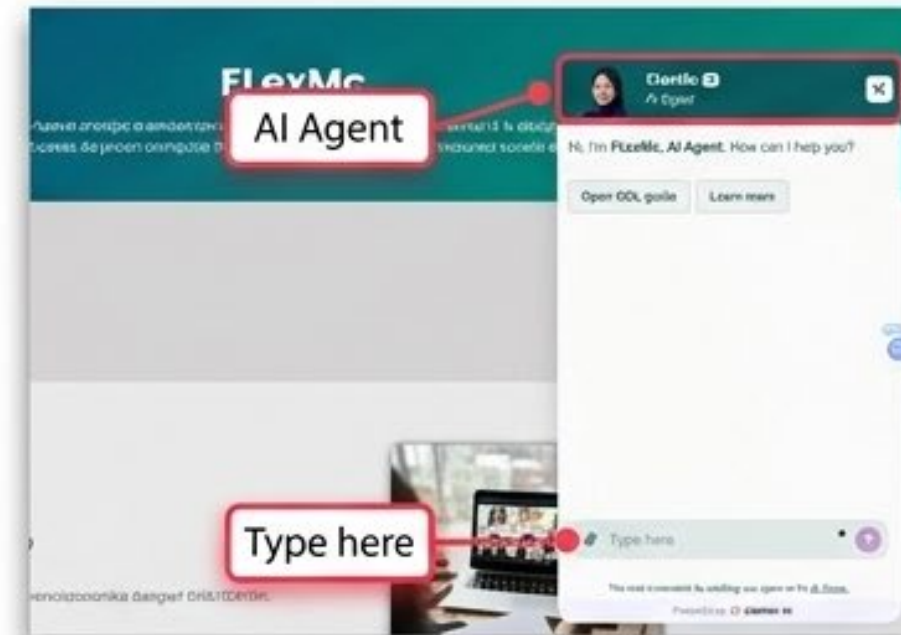


SIM Development & Support



- The FLEXMC Center monitors and assists lecturers in SIM development.
- Equipped with 6 certified Instructional Designers (ID).
- Manages the KALAM ODL platform ecosystem.

e-CRM & Learner Support



Ecosystem integration featuring a centralized 24/7 Learner Support portal and an embedded AI Agent (FLexMc AI) for real-time student guidance.

PHASE 2: Showcasing Semester 1 Course Structure

Executive Directive: Core Courses Semester 1. The audit panel demands visual evidence that learning materials are systematically organized into modular units.

1. Introduction & Mapping:
CLO & SLT displays at topic start.

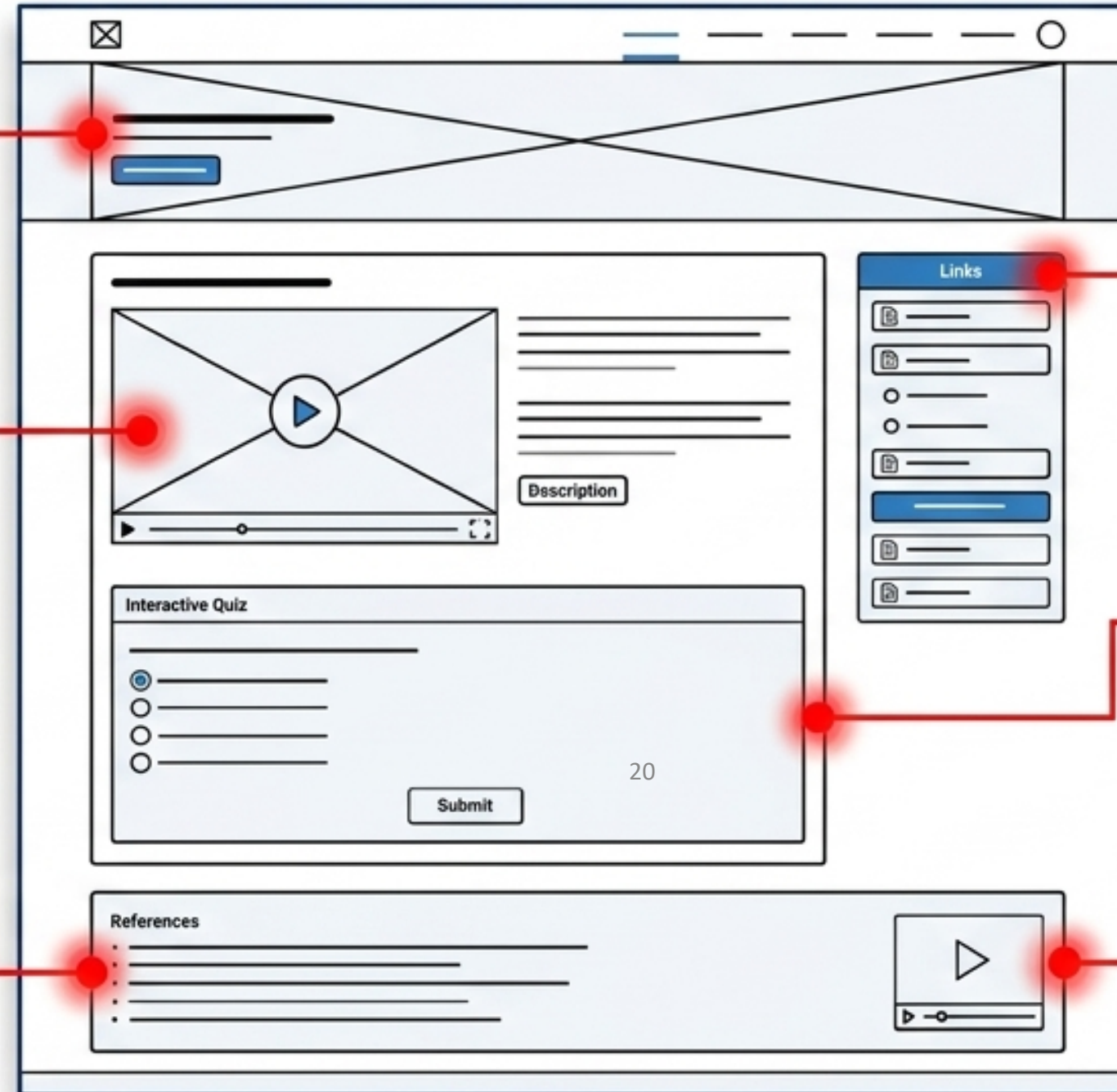
2. Conversational Style:
Learner-friendly instructional text/video.

3. Learning Activities:
Links to articles and self-reflection.

4. Automated Feedback:
Formative quizzes with built-in feedback mechanisms.

5. Reference Section:
Clear, updated source lists.

6. Copyright Compliance:
Evidence of legal 3rd-party video embedding.



COMPONENT 1:
CLO & SLT
MAPPING

Key Evidence: Modular Arrangement (Topics/Units) must be strictly aligned with Course Learning Outcomes (CLO).

- Demonstrating the seamless integration of the Teaching Plan and Student Learning Time (SLT) tracking matrices directly within the course overview page.

COURSE OVERVIEW

Course Overview: Strategic Marketing and Entrepreneurship

Strategic Marketing and Entrepreneurship introduces students to the fundamental principles, strategies, and tools required to identify, develop, and sustain competitive business ventures in dynamic environments. The course emphasizes how marketing strategies and entrepreneurial thinking intersect to create innovative solutions and long-term business growth.

Through three progressive modules, students will explore key aspects of strategic marketing, entrepreneurial planning, and digital competitiveness — from understanding market dynamics and consumer behavior to developing effective marketing strategies and managing ethical business practices.

This course consists of three modules:

- Module 1: *Scanning Today's Business Environment — An Integrative Approach of Entrepreneurial Marketing*
- Module 2: *Building Top-Notch Company — Planning Entrepreneurial Marketing Strategy to Achieve Growth*
- Module 3: *What Is Next — Digitalization, Competitive Advantage and Ethical Issues in Business*

This course integrates both theoretical foundations and real-world applications, enabling students to build strategic, analytical, and creative skills necessary for success in the modern business landscape.

■ Please refer to the Teaching Planning link below for detailed information regarding the course outline, Student Learning Time (SLT), assessment methods, and reference book(s):

[Teaching Plan Link](#)

[SLT Link](#)

Table 4: Summary of Course Information

1	Course Name:	Strategic Marketing and Entrepreneurship													
	Course Code:	KBO1123													
	Course Classification:	Major (core)													
2	Synopsis:	This course is designed to empower students with the skills and knowledge to successfully launch, manage, and grow entrepreneurial ventures by integrating strategic marketing principles with entrepreneurial innovation. This course covers essential topics such as opportunity recognition, business model innovation, market research, branding, concept of marketing, and growth strategies, while also addressing the practical aspects of sustaining a business. Through a combination of theoretical insights, case studies, and a hands-on project, students will learn to create, communicate, and deliver value in competitive markets, preparing them to strategically navigate the challenges and opportunities of entrepreneurship.													
3	Name(s) of Academic Staff:	1	Dr. Nurul Ashykin Abd Aziz												
		2													
		3													
		4													
4	Semester and Year offered:	Year Offered	1	Semester	1	Remarks:									
5	Credit Value:	3													
6	Pre-requisite/ co-requisite (if any):														
7	Course Learning Outcomes (CLO) 	CLO1	Differentiate the concept strategic marketing and entrepreneurship to real business world (C4, PLO2)												
		CLO2	Explain diverse perspectives to build effective marketing and entrepreneurial strategies through collaborative teamwork (A4, PLO 4)												
		CLO3	Apply entrepreneurial projects or activities based on marketing strategies (A3, PLO10)												
8	Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Methods and Assessment Methods														
	Course Learning Outcomes	Programme Learning Outcomes (PLO)											Teaching Methods	Assessment Methods	
		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11			
		CLO1		V										Video Recording, Lecture Note, Forum, Microsoft Team	Test
		CLO2				V								Video Recording, Lecture Note, Forum, Microsoft Team, Case Study	Individual Assignment
		CLO3									V			Video Recording, Lecture Note, Forum, Microsoft Team	Business Proposal
		Mapping with MQF Cluster of Learning Outcomes		C2		C3B						C4B			

Indicate the primary causal link between the CLO and PLO by ticking 'V' in the appropriate box.

C1 = Knowledge & Understanding, C2 = Cognitive Skills, C3A = Practical Skills, C3B = Interpersonal Skills, C3C = Communication Skills, C3D = Digital Skills, C3E = Numeracy Skills, C3F = Leadership, Autonomy & Responsibility, C4A = Personal Skills, C4B = Entrepreneurial Skills, C5 = Ethics & Professionalism

COURSE OVERVIEW

Course Overview: Strategic Marketing and Entrepreneurship

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[Teaching Plan Link](#)

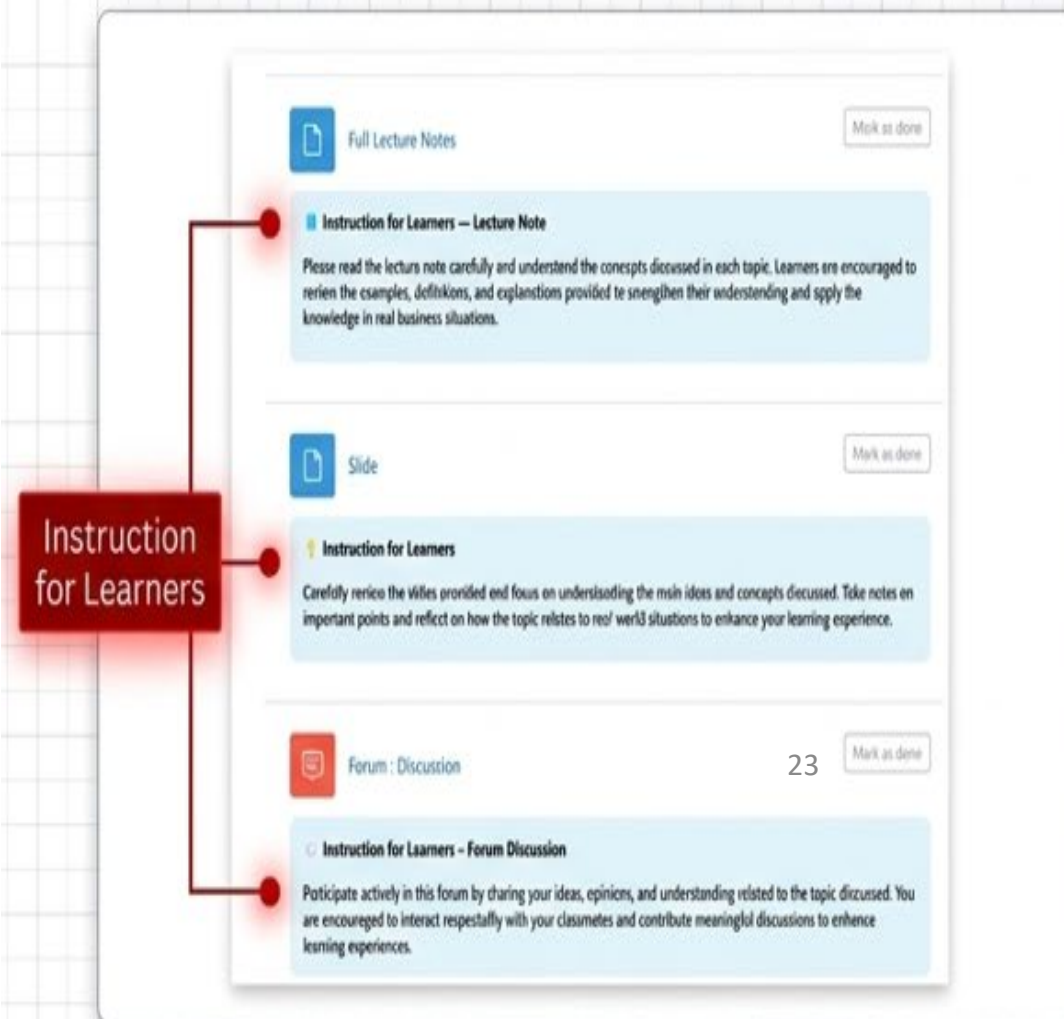
[SLT Link](#)

22

Unit/Chapter/Topic	Learning Materials		SCL Learning Activity		Self-Assessment (Formative Assessment)		Summative Assessment	
		SLT		SLT		SLT		SLT
Unit 1	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	3	Online Syn Consultation	2	Quiz	1	Test	16
Unit 2	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	3	Forum - Problem based Exercise	1	Quiz	1		
Unit 3	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	4	Forum - Problem based Exercise	1	Quiz	1		
Unit 4	Video (10 Minutes) x 1; Text Based (5 pages), 5-10 slides ppt	4	Forum - Problem based Exercise	2	Quiz	1		
		14		6		4		16
Unit 5	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	3	Online Syn Consultation	2	Quiz	1	Assignment	16
Unit 6	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	3	Forum - Problem based Exercise	1	Quiz	1		
Unit 7	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	4	Forum - Problem based Exercise	1	Quiz	1		
Unit 8	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	5	Forum - Problem based Exercise	1	Quiz	1		
		15		5		4		16
Unit 9	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	3	Online Syn Consultation	2	Quiz	1	Final Assessment	16
Unit 10	Video (10 Minutes) x 1; Text Based, 5-10 slides ppt	3	Forum - Problem based Exercise	1	Quiz	1		
Unit 11	Video (10 Minutes) x 1; Text Based, slides ppt	4	Forum - Problem based Exercise	1	Quiz	1		
Unit 12	Video (10 Minutes) x 1; Text Based, slides ppt	5	Forum - Problem based Exercise	1	Quiz	1		
		15		5		4		16

COMPONENT 2: CONVERSATIONAL STYLE (INSTRUCTIONAL DESIGN)

Evidence of **conversational, learner-friendly language** guiding students through Module 1. Features clear, welcoming instructions tailored for Lecture Notes, Slide Reviews, and Forum Discussions.



The screenshot displays a user interface with three main content areas, each with a 'Mark as done' button in the top right corner. A red callout box labeled 'Instruction for Learners' has lines pointing to the instruction text in each section.

- Full Lecture Notes:** Contains the instruction: 'Please read the lecture note carefully and understand the concepts discussed in each topic. Learners are encouraged to review the examples, definitions, and explanations provided to strengthen their understanding and apply the knowledge in real business situations.'
- Slide:** Contains the instruction: 'Carefully review the slides provided and focus on understanding the main ideas and concepts discussed. Take notes on important points and reflect on how the topic relates to real-world situations to enhance your learning experience.'
- Forum : Discussion:** Contains the instruction: 'Participate actively in this forum by sharing your ideas, opinions, and understanding related to the topic discussed. You are encouraged to interact respectfully with your classmates and contribute meaningful discussions to enhance learning experiences.'

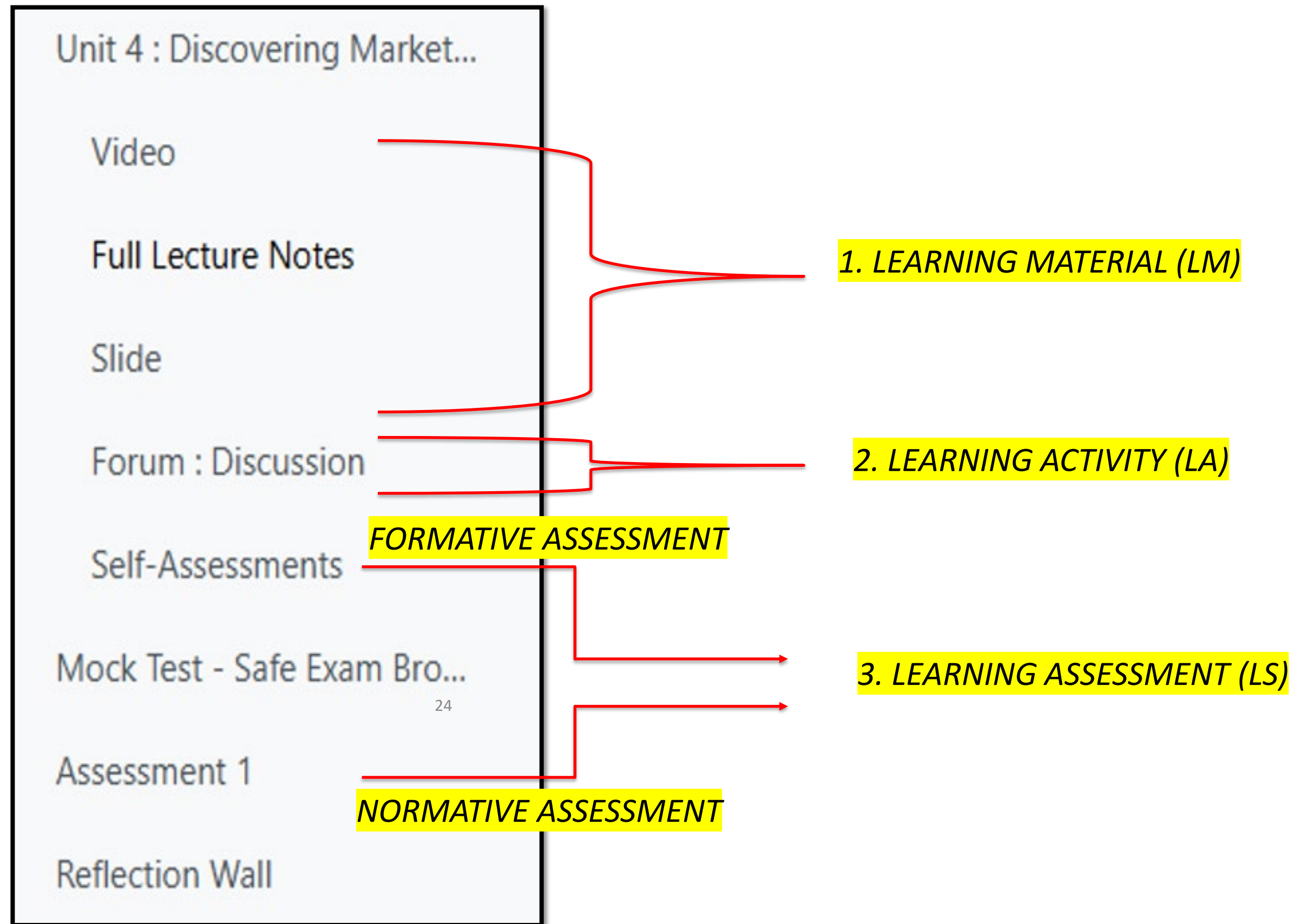
Proof of **high-quality, embedded multimedia content** featuring an introductory instructional video for Strategic Marketing and Entrepreneurship.



The screenshot shows a video player interface. The video title is 'Strategic Marketing and Entrepreneurship' and the subtitle is 'Analysing Marketing Environment for Business'. A red callout box labeled 'Embedded Player' points to the video player area. The video player includes a play button, a progress bar, and a 'WATCH NOW!' button. The video player is set against a background image of a city skyline at night.

<https://youtu.be/ERN9luJQUis?si=2jVFk8YwMIgBCNHu>

COMPONENT 3:
LEARNING
ACTIVITIES



COMPONENT 4:
AUTOMATED
FEEDBACK

Component 4 (Automated Formative Assessment)

Self-assessment quizzes designed for knowledge retention. Crucially, the system provides real-time, automated corrective feedback explaining why an answer is incorrect, facilitating independent learning.

KS01123 / MODULE 1 / Self Assessments / Preview

Self Assessments

Quiz Settings Questions Results Question bank More v

Started on	Wednesday, 20 May 2026, 11:59 AM
State	Finished
Completed on	Thursday, 27 August 2026, 4:06 AM
Time taken	96 days 16 hours
Marks	2.66/52.00
Grade	4.00 out of 10.00 (40%)

Question 1
Incorrect
Mark 0.00 out of 1.00
Flag question
Not question

Entrepreneurship can be defined as a process that includes:

- ☒ A. Waiting for trends before taking action **✗**
- ☐ B. Avoiding risk and focusing on stability²⁵
- ☐ C. Replicating existing business ideas without innovation
- ☐ D. Identifying opportunities and mobilizing resources to create value

Your answer is incorrect.
The correct answer is:
Identifying opportunities and mobilizing resources to create value

Automated
Corrective
Feedback

COMPONENT 5:
REFERENCES

COURSE OVERVIEW

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Teaching Plan Link

SLT Link

TEACHING PLAN

NOTE: * Indicate the CLO based on the CLO's numbering in Item 8 ** For ODL programme: Courses with mandatory practical requirements imposed by the programme standards or any related standards can be exempted from complying to the minimum 80% ODL delivery rule in the SLT.		
11	Identify special requirement or resources to deliver the course (e.g., software, nursery, computer lab, simulation)	
12	References (include required and further readings, and should be the most current)	1. Nijssen, E.J (2022), <i>Entrepreneurial Marketing: How to Develop Customer Demand</i> (Eds 3rd), Routledge. (https://efind.ump.edu.my/cgi-bin/koha/opac-detail.pl?biblionumber=103555) 2. West, D, Ford, J, Ibrahim, Essam & Montecchi, M (2022), <i>Strategic Marketing</i> (Eds. 4th), Oxford. (https://efind.ump.edu.my/cgi-bin/koha/opac-detail.pl?biblionumber=103557)
13	Other additional information (if applicable)	
Note: Number of PLO indicated is purely for illustration purposes only and the number is subjected to the curriculum design.		

LECTURE NOTES

KEY TERMS

- Consideration Set:** The subset of brands or products that a consumer considers acceptable and evaluates more closely during the decision-making process.
- Cognitive Dissonance:** The psychological discomfort experienced after making a decision, especially if the product does not meet expectations, often leading to buyer's remorse.
- Evaluation Criteria:** The specific factors or standards—such as price, quality, features, or brand reputation—that consumers use to compare and assess different options during their decision-making process.
- Strategic Planning:** The process of defining an organization's long-term goals and determining the best course of action to achieve them.
- Risk Analysis:** The systematic assessment of potential risks and uncertainties associated with a decision, helping organizations make informed choices by evaluating possible negative outcomes.

REFERENCES

- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Barney, J. B. (2014). *Gaining and sustaining competitive advantage* (4th ed.). Pearson.
- Robbins, S. P., & Coulter, M. (2018). *Management* (13th ed.). Pearson.
- Mintzberg, H., Ahlstrand, B., & Lampel, J. (2009). *Strategy safari: A guided tour through the wilds of strategic management*. Free Press.

26

26

Component 6: Copyright Compliance

Evidence of institutional risk management. YouTube instructional videos are legally embedded utilizing third-party integration tools, strictly avoiding illegal downloads or unauthorized re-uploads.

COMPONENT 6: COPYRIGHT COMPLIANCE



Source : EPM. (2019)

Source Citation

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PHASE 3: Synchronous & Asynchronous Engagement Strategies

Synchronous (Live)

Access: Online live class consultation links (Webex/Zoom). Standardized at 3 sessions per semester (Early, Mid, Late) at 2 hours per session.

Critical Action: Demonstrate the repository of recorded live sessions. This proves the ODL commitment to flexibility for students' future reference.

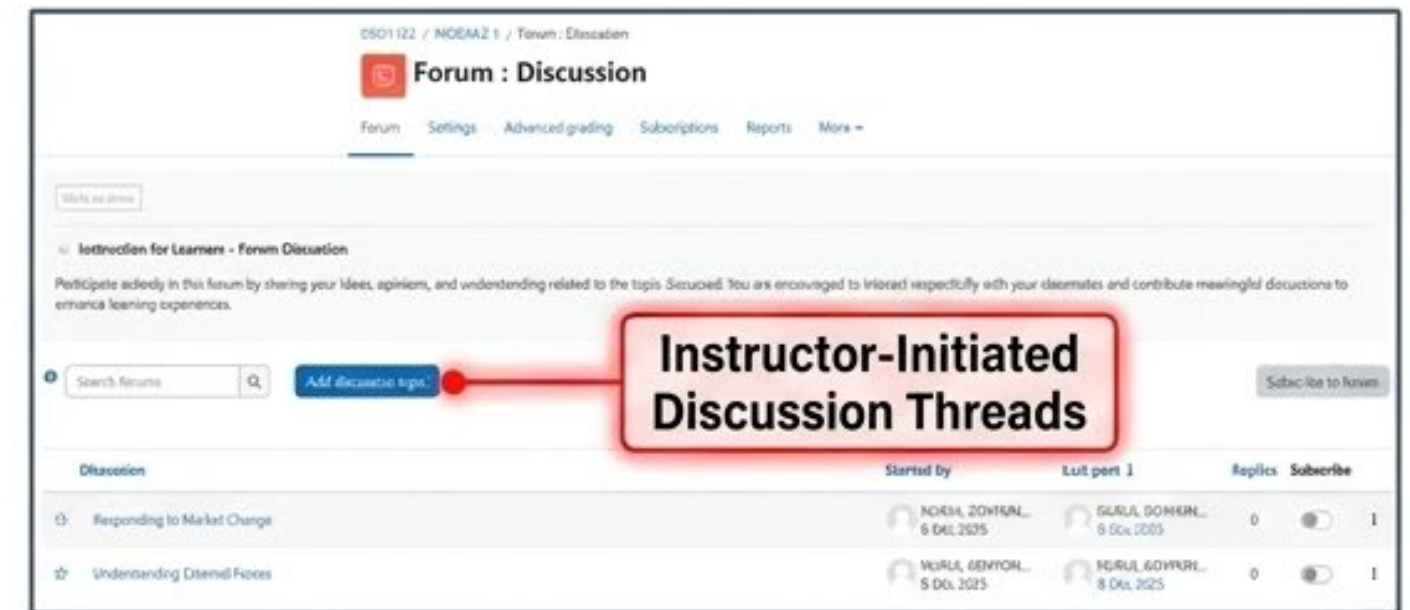


Live Session Access & Recording Repository

Asynchronous (Self-Paced)

Access: Direct links to structured Discussion Forums.

Critical Action: Show tangible evidence of instructors initiating and stimulating topic discussions without relying on real-time, simultaneous presence.



PHASE 4: Proving Data-Driven Decision Making

Step 1: Analytics Tools (Data)

Navigate to course settings and open built-in Reporting Tools (e.g., Moodle Reports, Usage Statistics).



Step 2: Access Tracking (Analysis)

Utilize Participation Reports and Course Activity Reports to track real-time access logs and engagement graphs.



Step 3: Intervention Strategy (Action)

MQA Impact: Explain how these logs proactively identify passive (dormant) students. This triggers targeted interventions to prevent student attrition and measures the true effectiveness of the SIM materials.

PHASE 4: Granular Tracking & Live Monitoring

- Reports
- Competency breakdown
- Logs
- Live logs
- Activity report
- Course participation
- Activity completion
- Super video
- Event monitoring rules

Overall Course Data

Aggregated hits, total activity completion rates, and overarching competency breakdowns.



Individual Data Tracking

Deep dive into specific student interaction logs. This allows administrators to monitor exactly who has viewed materials or left summative assessments unsubmitted.

Real-Time Data

Live log monitoring updating every 60 seconds, utilized actively during the 2-hour online consultation classes to gauge immediate participation.

Logs

KSO1123 Strategic Marketing and Entrepreneurship | All participants | All days | All activities

All actions | All sources | All events

Get these logs

1 2 3 4 5 6 7 8 9 10 ... 42

Time	User full name	Affected user	Event context	Component	Event name	Description	Origin	IP address
27 August 2026, 4:45:31 AM	NORAI NE SINTI BAHARI	-	Course: KSO1123 Strategic Marketing and Entrepreneurship	Learning Analytics	Local Learning analytics report viewed		web	172.16.100.109
27 August 2026, 4:43:31 AM	NORAI NE SINTI BAHARI	-	Course: KSO1123 Strategic Marketing and Entrepreneurship	Activity report	Activity report viewed	The user with id '1859' viewed the outline activity report for the course with id '7'.	web	172.16.100.109
27 August 2026, 4:51:40 AM	NORAI NE SINTI BAHARI	-	Course: KSO1123 Strategic Marketing and Entrepreneurship	System	Course viewed	The user with id '1859' viewed the course with id '7'.	web	172.16.100.109
27 August 2026, 4:54:43 AM	NORAI NE SINTI BAHARI	-	Forum: KSO1123 Strategic Marketing and Entrepreneurship	Forum	Course module viewed	The user with id '1859' viewed the 'forum' activity with course module id '403'.	web	172.16.100.109
27 August 2026, 4:54:33 AM	NORAI NE SINTI BAHARI	-	Forum: KSO1123 Strategic Marketing and Entrepreneurship	Forum	Course module viewed	The user with id '1859' viewed the 'forum' activity with course module id '403'.	web	172.16.100.109

30

Live logs

Live logs from the past hour (Updates every 60 seconds)

Pause live updates

Pause live updates

Time	User full name	Affected user	Event context	Component	Event name	Origin	IP address
27 August 4:50:08 AM	NORAI NE SINTI BAHARI	-	Course: KSO1123 Strategic Marketing and Ent...	Logs	The user with id '1859' viewed the course with '7'.	web	172.16.100.109

Reports

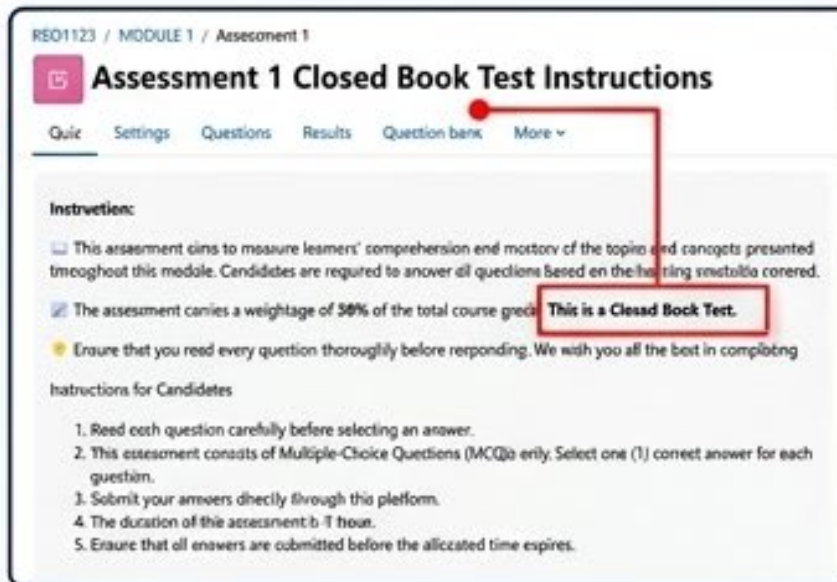
- Competency breakdown
- Logs
- Live logs
- Activity report
- Course participation
- Activity completion
- Super Video
- Event monitoring rules

PHASE 5: Validating Assessment Integrity & Security



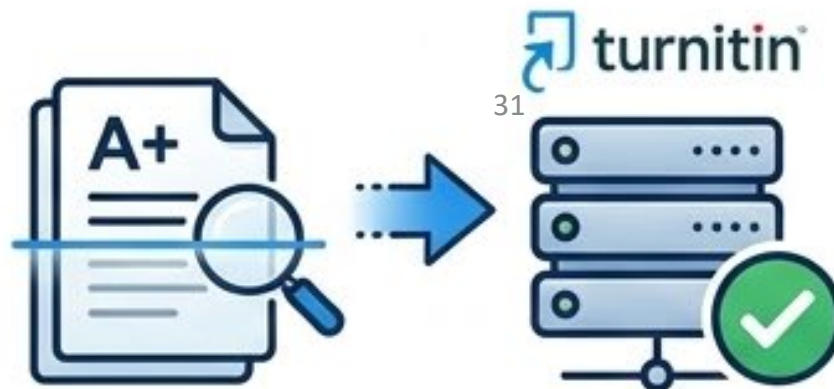
Point 1: Summative Assessment Submission

Demonstrating dedicated, time-locked upload spaces for continuous assessments (e.g., Closed Book Tests) operating smoothly within the LMS.



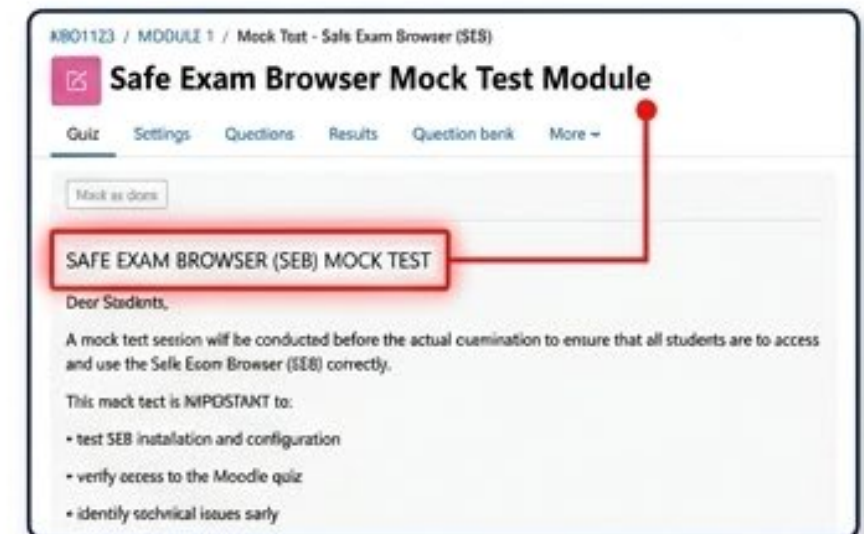
Point 2: Integrity & Reliability

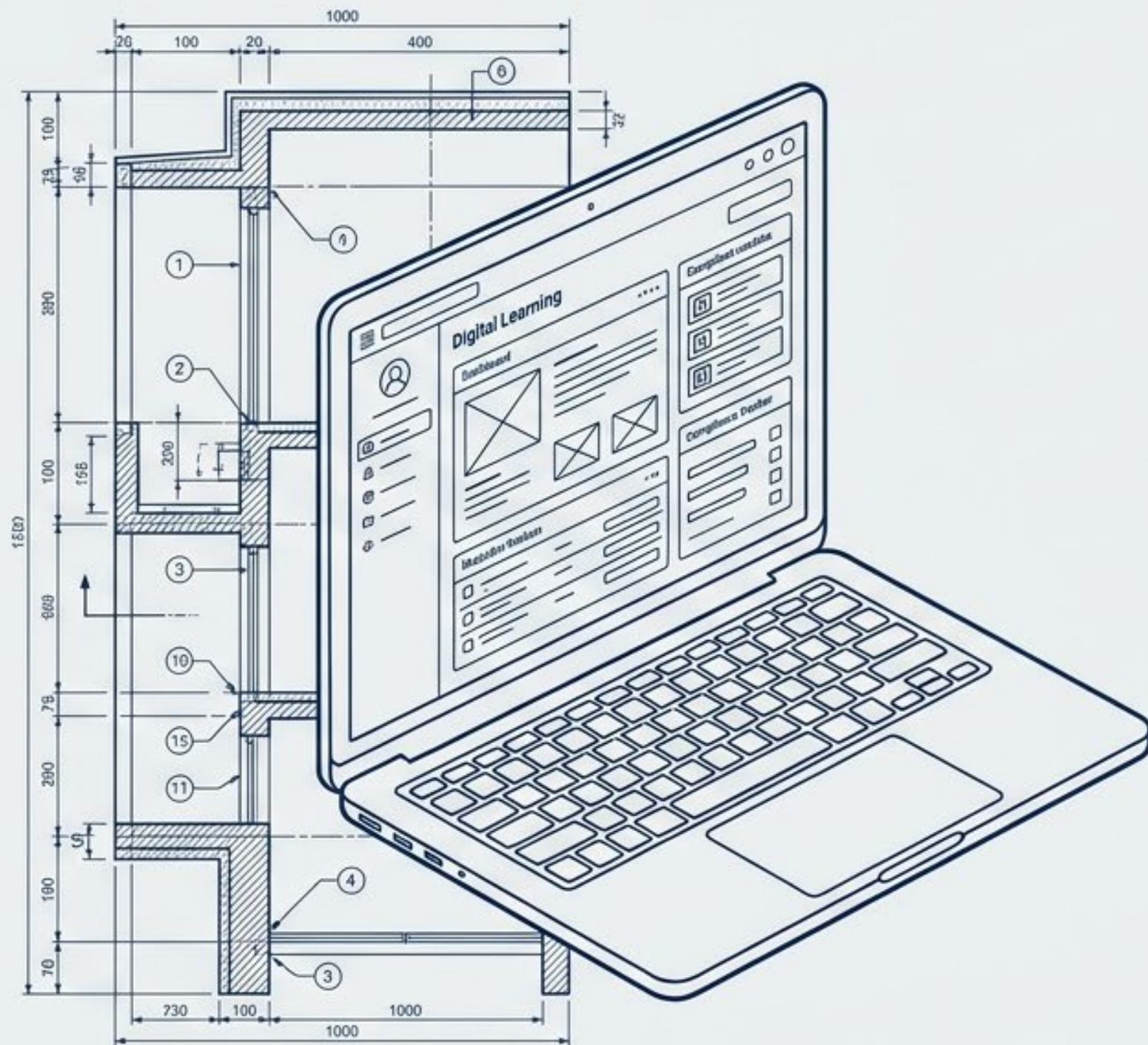
Proving system-level integration with advanced plagiarism checking software (e.g., Turnitin) (e.g., Turnitin) to ensure original work.



Point 3: Secure Proctoring

Detailing the proctoring and security reporting features. Showcasing the use of the Safe Exam Browser (SEB) via mandatory Mock Tests to prove the technological reliability of online evaluated exams before final grades are at stake.





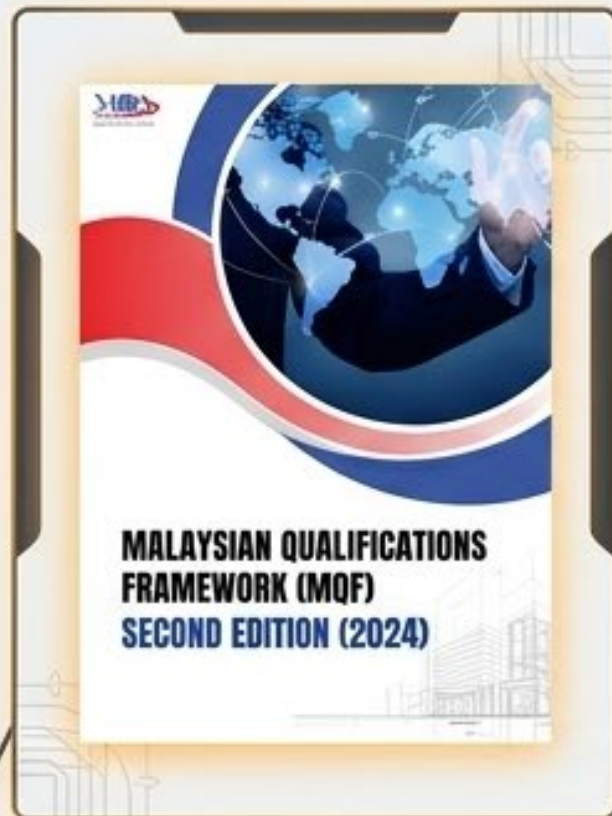
ODL Accreditation Blueprint

**Mastering the MQA-01 &
MQA-02 Submissions for
Open and Distance Learning**

32

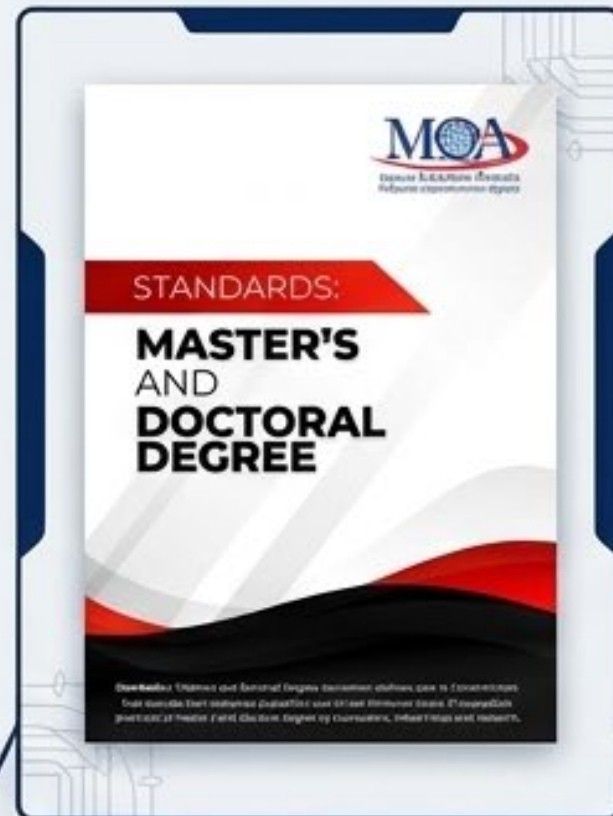
Kejuruteraan • Teknologi • Kreativiti

The Regulatory Foundation



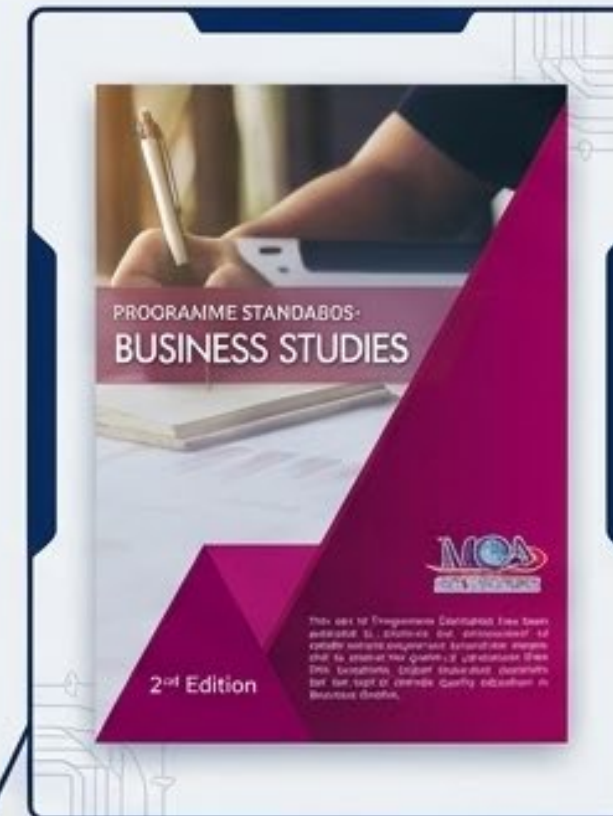
MQF 2024

Mandates Level 7 compliance and learning outcome structures.



SMDD (2021)

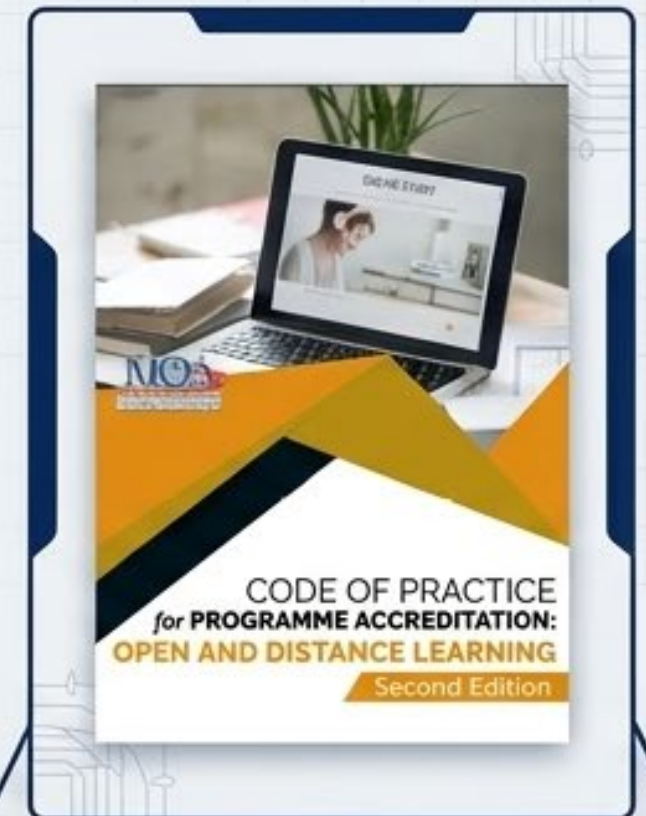
Defines baseline acceptable practices for postgraduate degrees.



33

Programme Standards (2021)

Dictates Body of Knowledge (BOK) coverage.



COPPA ODL (2019)

The core architectural guidelines for flexible, digital delivery.

The Accreditation Paradigm: Promise vs. Proof

MQA-01 (Pre-Launch)

**“Is this program
safe to launch?”**

The Focus: The Promise

The panel evaluates structural integrity, documentation, and preparation. If the panel is not convinced across the 7 Areas, approval is denied.

MQA-02 (Post-Launch, 1-2 Years)

**“Where is the
proof?”**

The Focus: The Reality

Promises no longer matter. The panel demands concrete, empirical evidence of execution, student support, and continuous improvement.

AREA 1: Programme Development Framework



Market Demand

Stakeholder surveys (employers, employees, alumni) must quantitatively prove demand for flexible ODL modes, validate the 1-year study duration, and confirm course relevance to market needs.



MQF Alignment

PEO and PLO statements cannot use basic verbs. They must align with MQF Level 7 by using higher-order thinking verbs: C4 Analyze, C5 Evaluate, and C6 Create.

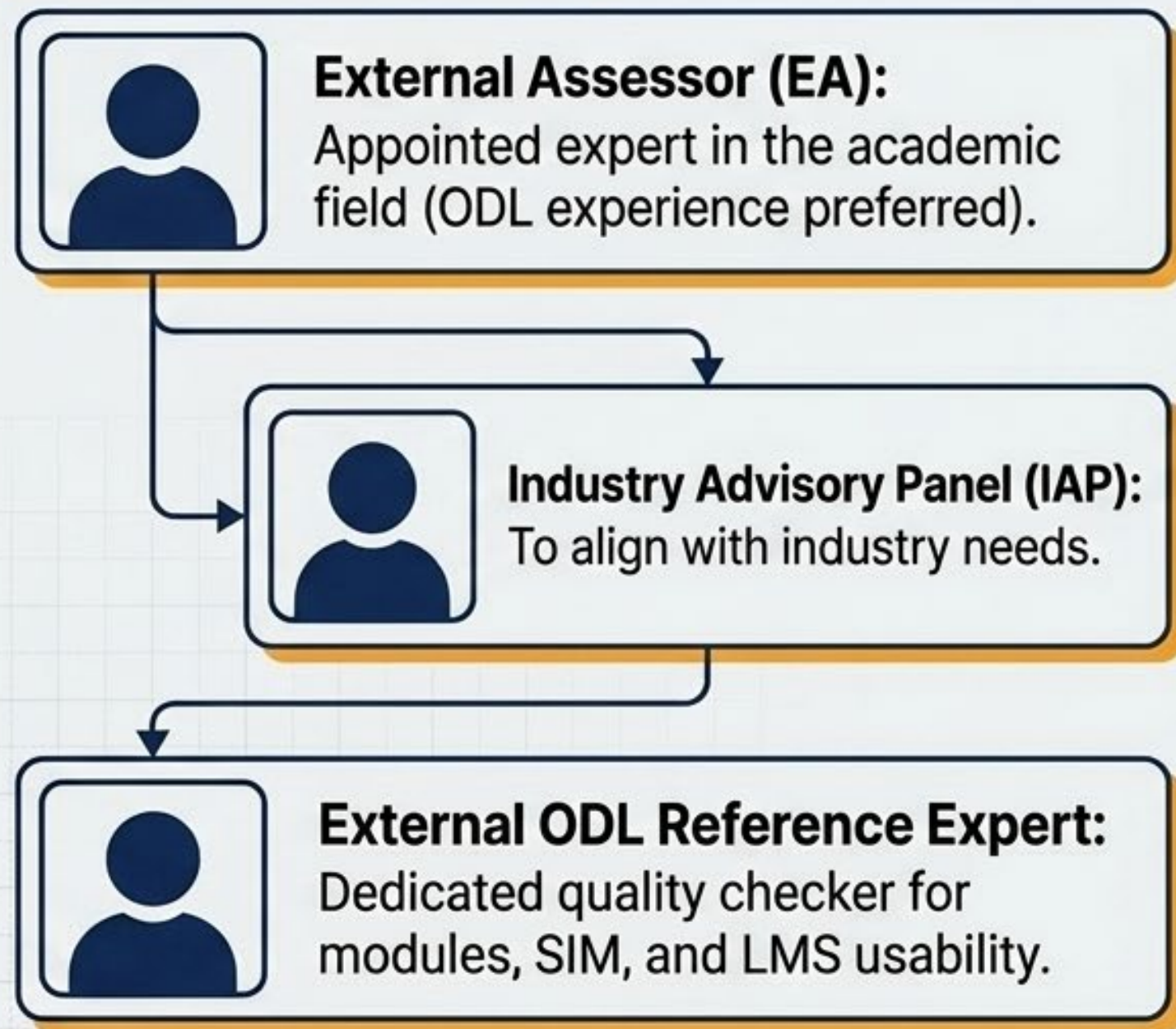


BOK Coverage

The curriculum structure must map 100% against the Body of Knowledge (BOK) stipulated by relevant MQA Programme Standards.

AREA 1: The Pre-Submission Readiness Dashboard

Validation Network



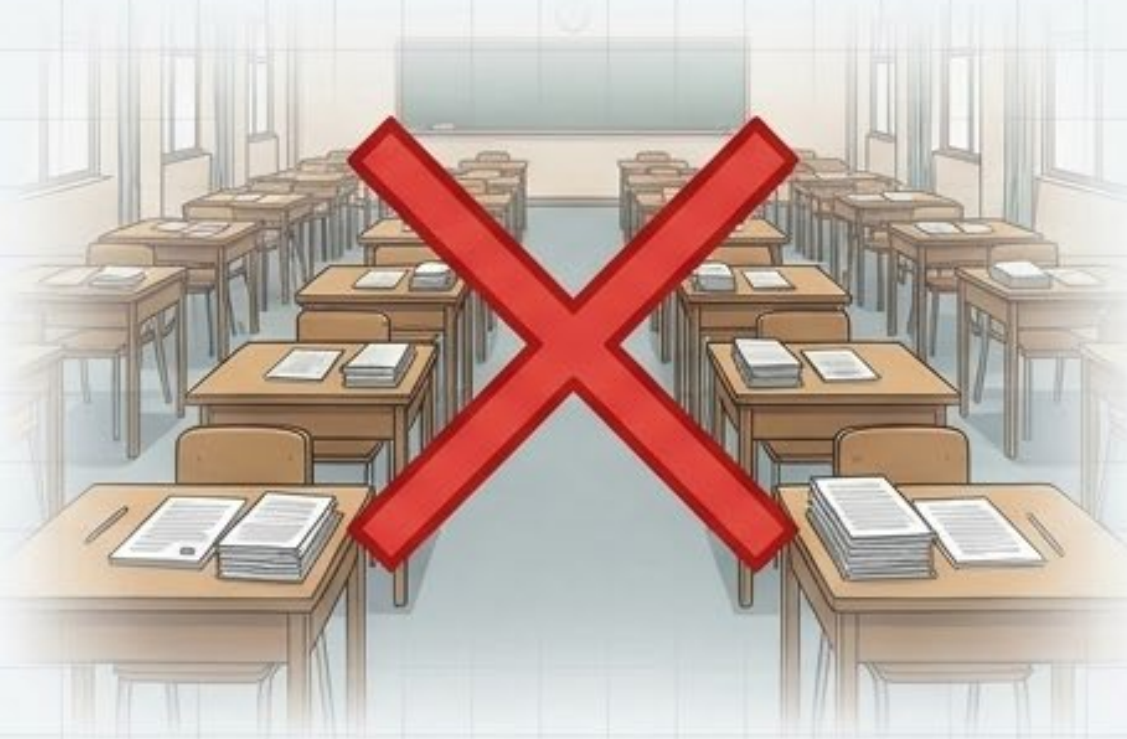
100%

100% SIM Completion: All Semester 1 Self-Instructional Materials (SIM) must be fully developed and linked in the MQA-01 document. Supported internally by the FLEXMC unit.



MQA Audit Access:
A dedicated, live LMS Login ID and password must be provisioned specifically for the MQA panel to verify SIM quality.

AREA 2: Redefining Assessment Integrity



The Old Model

No Conventional Final Exams.
ODL programs eliminate traditional physical exam hall sittings.



The ODL Model

Comprehensive Digital Evaluation.
Final assessments shift to robust online formats (e.g., take-home assignments or applied projects).



Integrity Guarantee: Mandatory integration of a Safe Exam Browser (SEB) directly within Moodle. For any online tests or quizzes, this lockdown environment is explicitly required to prevent cheating and guarantee assessment integrity.

AREA 3: Inclusive Admission Gateways



The APEL Pathway

Targeting working adults who possess experience over formal qualifications.

Explicitly state acceptance of APEL.A candidates (e.g., APEL T-7 for Master's Degree entry).



The PwD (OKU) Pathway

Creating explicit, barrier-free admission policies for Persons with Disabilities.

Requires alignment with physical disability categories registered with the Department of Social Welfare (JKM) and submission of a valid OKU card.

AREA 3 & 5: The ODL Resource Ecosystem

Physical Campus Infrastructure

Support for the creators, not just the students.

Lecturers require access to professional-grade physical facilities, such as the FLEXMC Multimedia Studio (iLEARN Studio), equipped for high-quality video production and content development.



**Distance
Learner**

Virtual Student Support

Fully online administration. Must include digital orientation briefings, remote academic advising, online counseling, and seamless credit transfer management.

The Digital Library

Mandatory availability of e-books. Every core reference text listed in the curriculum must be digitally accessible through the university's library database.

AREA 4 & 6: Leadership and Faculty Readiness



Programme Coordinator (Area 6)

Expertise: Must hold advanced credentials perfectly aligned with the program (e.g., PhD in Project Management).



Mandatory Badge: Documented completion of the comprehensive MQA COPPA ODL Workshop.



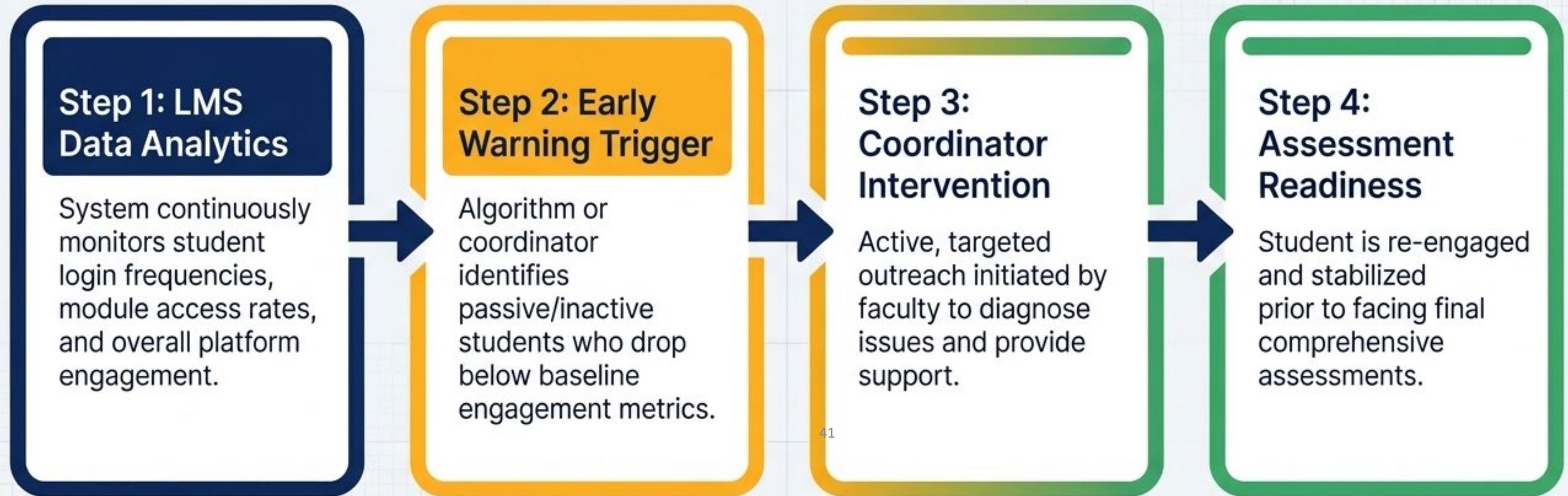
Academic Staff (Area 4)

Expertise: Subject matter experts acting as Course Coordinators.



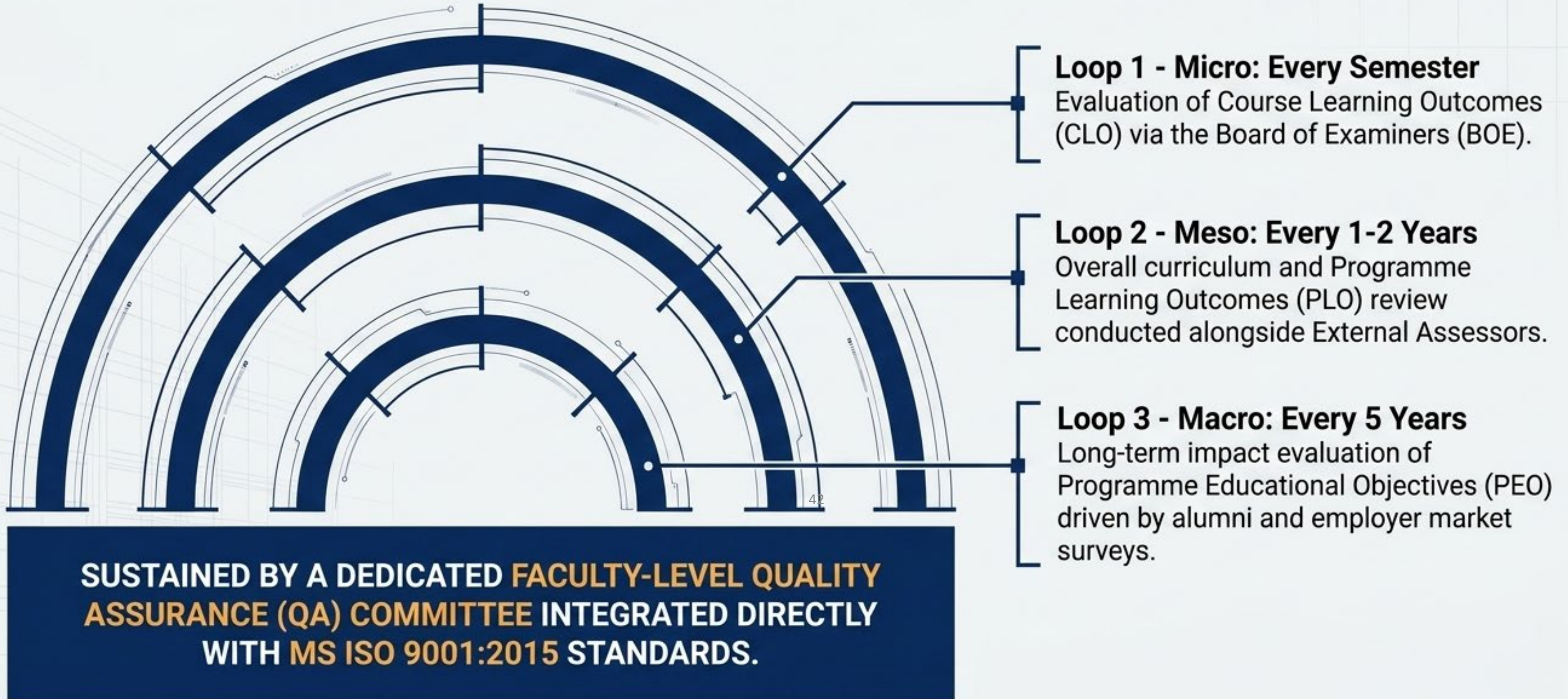
Mandatory Badges: Proof of continuous training in three critical areas: SIM Instructional Design, Multimedia Content Development, and LMS Technical Navigation.

AREA 7: Data-Driven Early Intervention



41

AREA 7: The 3-Loop CQI Cycle



Synthesis: The ODL Approval Blueprint

Content & Design (Areas 1 & 2)

- ☒ MQF Level 7 verb alignment confirmed.
- ☒ 100% of Semester 1 SIM developed.
- ☒ SEB integrated for secure assessments.

Delivery & Support (Areas 3 & 5)

- ☒ APEL.A and OKU pathways established.
- ☒ E-book library and FLEXMC studios active.
- ☒ Virtual support ecosystem fully online.

Operators & Monitoring (Areas 4, 6 & 7)

- ☒ Coordinators hold COPPA ODL certification.
- ☒ LMS early-warning analytics configured.
- ☒ 3-Loop CQI cycle documented.