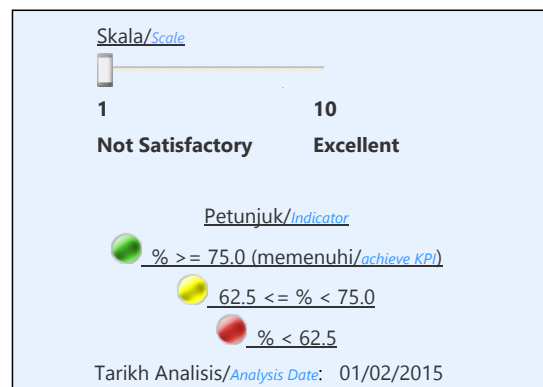


















LAPORAN PENILAIAN KURSUS

COURSE EVALUATION REPORT

Kolej/College : UUM College of Business
 No pekerja/Staff No : 1052
 Pensyarah/Lecturer : Prof. Madya Dr. Filzah Bt Md Isa
BDM8033
 Kursus/Course : GLOBAL STRATEGIC MARKETING AND COMPETITIVE ANALYSIS
 GLOBAL STRATEGIC MARKETING AND COMPETITIVE ANALYSIS
 Kumpulan/Group : A
 Term/Term : DC141
 Sesi/Session : PostGraduate DC141

Jumlah Menilai <i>Evaluated</i>	Kelas <i>Class</i>	Kumpulan <i>Group</i>
9 75%	12	9



	Skala/Peratus <i>Scale/Percent</i>										Jumlah <i>Total</i>	
	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %		7+8+9+10 %
BAHAGIAN/PART A												
DIMENSI PENYAMPAIAN PENGAJARAN <i>TEACHING DELIVERY</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	12 <i>11.1</i>	24 <i>22.2</i>	72 <i>66.7</i>	108 <i>100.0</i>	
1 Pengajar /jurulatih sentiasa bersedia untuk ke kuliah <i>The lecturer / instructor was well prepared for the lectures</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
2 Pengajar / jurulatih berjaya menyampaikan pelajaran dengan cara yang mudah difahami <i>The lecturer / instructor succeeded in delivering the lectures in a manner that was easily understood.</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
3 Pengajar / jurulatih dapat menimbulkan minat pelajar terhadap kursus ini <i>The lecturer / instructor stimulated my interest in the subject</i>								2 <i>22</i>	1 <i>11</i>	6 <i>67</i>	9 <i>100</i>	
4 Pengajaran dilaksanakan seperti yang dirancangkan dalam rangka kursus <i>The teaching was conducted as how it had been planned in the course outline</i>								2 <i>22</i>	1 <i>11</i>	6 <i>67</i>	9 <i>100</i>	
5 Pengajar/jurulatih memperlihatkan kesungguhan semasa mengajar <i>The lecturer/instructor showed enthusiasm while teaching</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
6 Pengajar/jurulatih menggunakan bahan bantuan mengajar dengan berkesan <i>The lecturer/instructor used teaching aids effectively</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
7 Pengajar memberi peluang kepada pelajar untuk berinteraksi <i>The lecturer provided students with the opportunity to interact</i>									3 <i>33</i>	6 <i>67</i>	9 <i>100</i>	
8 Pengajar/jurulatih menjelaskan objektif kuliah semasa pengajaran <i>The lecturer/instructor explained the lecture's objectives in his/her teaching</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
9 Pengajar/jurulatih sedia menerima pandangan pelajar <i>The lecturer/instructor was ever ready to accept students' opinions</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
10 Pengajar/jurulatih menggalakkan pelajar berfikir semasa kuliah <i>The lecturer/instructor encouraged students to think in lectures</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
11 Pengajar/jurulatih menunjukkan sikap yang profesional <i>The lecturer/instructor exhibited professional attitudes</i>									3 <i>33</i>	6 <i>67</i>	9 <i>100</i>	
12 Pengajar/jurulatih mengurus masa pengajaran dengan baik <i>The lecturer/instructor managed teaching time well</i>								1 <i>11</i>	2 <i>22</i>	6 <i>67</i>	9 <i>100</i>	
DIMENSI PENILAIAN <i>EVALUATION/ASSESSMENT</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	0 <i>0.0</i>	1 <i>1.6</i>	10 <i>15.9</i>	13 <i>20.6</i>	39 <i>61.9</i>	63 <i>100.0</i>	
1 Tugas yang diberikan relevan dengan kandungan kursus <i>The assignments were relevant to the course content</i>							1 <i>11</i>	1 <i>11</i>	1 <i>11</i>	6 <i>67</i>	9 <i>100</i>	
2 Kaedah penilaian kursus dinyatakan dengan jelas <i>The method of assessment was explained clearly</i>								1 <i>11</i>	3 <i>33</i>	5 <i>56</i>	9 <i>100</i>	

3	Markah ujian dan tugasan dimaklumkan dalam tempoh yang sesuai <i>Assessment results/feedback were informed within reasonable time periods</i>								1 11	3 33	5 56	9 100	
4	Pemberatan markah yang digunakan adalah wajar <i>The weightage of the assessment was appropriate</i>								2 22	2 22	5 56	9 100	
5	Pengajar/Jurulatih selalu memantau kefahaman pelajar <i>The lecturer/instructor always monitored students' understanding</i>								1 11	2 22	6 67	9 100	
6	Maklum balas ujian dan tugasan yang diberi membantu pembelajaran saya <i>Assessment results/feedback helped in my learning</i>								3 33		6 67	9 100	
7	Tugasan yang diberikan mencabar minda <i>The assignments were intellectually challenging</i>								1 11	2 22	6 67	9 100	
DIMENSI BIMBINGAN DAN PERUNDINGAN <i>GUIDANCE AND CONSULTATION</i>		0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	4 22.2	2 11.1	12 66.7	18 100.0	
1	Pengajar sedia membantu pelajar <i>The lecturer was ever willing to help students</i>								2 22	1 11	6 67	9 100	
2	Pengajar/jurulatih bersedia mengadakan perundingan pada waktu yang ditetapkan <i>The lecturer/instructor was prepared for consultation at the arranged time</i>								2 22	1 11	6 67	9 100	
DIMENSI KOMEN KESELURUHAN <i>GENERAL COMMENT</i>		0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	2 11.1	4 22.2	12 66.7	18 100.0	
1	Saya akan menggalak pelajar lain mengambil kursus ini dari pengajar yang sama. <i>I will encourage other students to take this course delivered by the same lecturer.</i>								1 11	2 22	6 67	9 100	
2	Secara keseluruhan,kursus ini adalah berkesan. <i>In all, the course was effective.</i>								1 11	2 22	6 67	9 100	
Keseluruhan Individu												207	
Individual Overall Score												100.0	
Keseluruhan Kursus												207	
Course Overall Score												100.0	

BAHAGIAN/PART B

DIMENSI KANDUNGAN KURSUS <i>COURSE CONTENT</i>		0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	7 9.7	12 16.7	7 9.7	46 63.9	72 100.0	
1	Objektif kursus ini adalah jelas <i>The course objectives were clear</i>							1 11	1 11	1 11	6 67	9 100	
2	Bahan rujukan yang digunakan untuk kursus ini dapat membantu pembelajaran <i>Reference materials used in the course helped in my learning</i>							1 11	2 22	1 11	5 56	9 100	
3	Beban kerja dalam kursus ini setimpal dengan jumlah jam kreditnya <i>The course workload was appropriate to its total credit hours</i>							2 22	1 11		6 67	9 100	
4	Isi kandungan yang diajar membantu saya mencapai objektif kursus ini <i>The content delivered helped me to achieve the course objectives</i>							1 11	2 22	1 11	5 56	9 100	
5	Kandungan kursus ini selaras dengan tahapnya <i>The course content fit the level of the course</i>								2 22	1 11	6 67	9 100	
6	Maklumat tentang kandungan kursus adalah jelas <i>Clear information was given on the course content</i>								2 22	1 11	6 67	9 100	
7	Kandungan kursus ini disusun secara bermakna kepada saya <i>The course content was organized in a meaningful way</i>							1 11	1 11	1 11	6 67	9 100	
8	Kandungan kursus ini tidak bertindih dengan kursus-kursus lain <i>The course content did not overlap with other courses</i>							1 11	1 11	1 11	6 67	9 100	
Keseluruhan Individu												72	
Individual Overall Score												100.0	
Keseluruhan Kursus												72	
Course Overall Score												100.0	