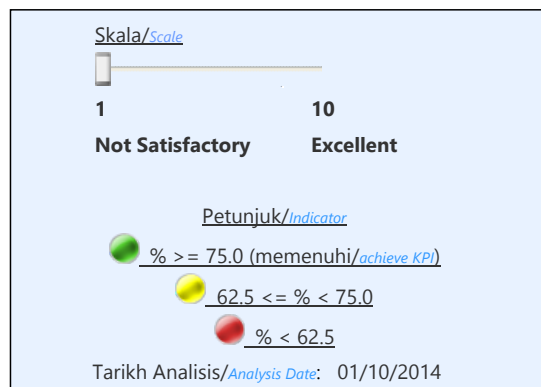


LAPORAN PENILAIAN KURSUS

COURSE EVALUATION REPORT

Kolej/College : UUM College of Business
 No pekerja/Staff No : 1052
 Pensyarah/Lecturer : Prof. Madya Dr. Filzah Bt Md Isa
BDMM8033
 Kursus/Course : GLOBAL STRATEGIC MARKETING AND COMPETITIVE ANALYSIS
 GLOBAL STRATEGIC MARKETING AND COMPETITIVE ANALYSIS
 Kumpulan/Group : A
 Term/Term : H133
 Sesi/Session : PostGraduate (BE133, DC133, H133, IPP133, KE133, KH133, MR133, N133,
 NI133, NP133, PK133, PR133, PS133, SC133. TC133)

| Jumlah Menilai <i>Evaluated</i> | Kelas <i>Class</i> | Kumpulan <i>Group</i> |
|------------------------------------|-----------------------|--------------------------|
| 4 | 24 | 5 |
| 16.67% | | |



| | 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 | 0 | 0 | 0 | 0 | 0 | 2 | 15 | 14 | 17 | 48 | |
| | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.2 | 31.3 | 29.2 | 35.4 | 100.0 | |
| 1 Pengajar /jurulatih sentiasa bersedia untuk ke kuliah <i>The lecturer / instructor was well prepared for the lectures</i> | | | | | | | | 1 | 2 | 1 | 4 | |
| | | | | | | | | 25 | 50 | 25 | 100 | |
| 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> | | | | | | | | 2 | 1 | 1 | 4 | |
| | | | | | | | | 50 | 25 | 25 | 100 | |
| 3 Pengajar / jurulatih dapat menimbulkan minat pelajar terhadap kursus ini <i>The lecturer / instructor stimulated my interest in the subject</i> | | | | | | | | 1 | 1 | 2 | 4 | |
| | | | | | | | | 25 | 25 | 50 | 100 | |
| 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> | | | | | | | 1 | 1 | 1 | 1 | 4 | |
| | | | | | | | 25 | 25 | 25 | 25 | 100 | |
| 5 Pengajar/jurulatih memperlihatkan kesungguhan semasa mengajar <i>The lecturer/instructor showed enthusiasm while teaching</i> | | | | | | | | 1 | 2 | 1 | 4 | |
| | | | | | | | | 25 | 50 | 25 | 100 | |
| 6 Pengajar/jurulatih menggunakan bahan bantuan mengajar dengan berkesan <i>The lecturer/instructor used teaching aids effectively</i> | | | | | | | | 2 | 1 | 1 | 4 | |
| | | | | | | | | 50 | 25 | 25 | 100 | |
| 7 Pengajar memberi peluang kepada pelajar untuk berinteraksi <i>The lecturer provided students with the opportunity to interact</i> | | | | | | | 1 | | 1 | 2 | 4 | |
| | | | | | | | 25 | | 25 | 50 | 100 | |
| 8 Pengajar/jurulatih menjelaskan objektif kuliah semasa pengajaran <i>The lecturer/instructor explained the lecture's objectives in his/her teaching</i> | | | | | | | | 2 | 1 | 1 | 4 | |
| | | | | | | | | 50 | 25 | 25 | 100 | |
| 9 Pengajar/jurulatih sedia menerima pandangan pelajar <i>The lecturer/instructor was ever ready to accept students' opinions</i> | | | | | | | | 1 | 2 | 1 | 4 | |
| | | | | | | | | 25 | 50 | 25 | 100 | |
| 10 Pengajar/jurulatih menggalakkan pelajar berfikir semasa kuliah <i>The lecturer/instructor encouraged students to think in lectures</i> | | | | | | | | 2 | 1 | 1 | 4 | |
| | | | | | | | | 50 | 25 | 25 | 100 | |
| 11 Pengajar/jurulatih menunjukkan sikap yang profesional <i>The lecturer/instructor exhibited professional attitudes</i> | | | | | | | | 1 | | 3 | 4 | |
| | | | | | | | | 25 | | 75 | 100 | |
| 12 Pengajar/jurulatih mengurus masa pengajaran dengan baik <i>The lecturer/instructor managed teaching time well</i> | | | | | | | | 1 | 1 | 2 | 4 | |
| | | | | | | | | 25 | 25 | 50 | 100 | |
| DIMENSI PENILAIAN <i>EVALUATION/ASSESSMENT</i> | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 6 | 13 | 7 | 28 | |
| | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.1 | 21.4 | 46.4 | 25.0 | 100.0 | |
| 1 Tugas yang diberikan relevan dengan kandungan kursus <i>The assignments were relevant to the course content</i> | | | | | | | 1 | 1 | 1 | 1 | 4 | |
| | | | | | | | 25 | 25 | 25 | 25 | 100 | |
| 2 Kaedah penilaian kursus dinyatakan dengan jelas | | | | | | | | 1 | 2 | 1 | 4 | |

| | | | | | | | | | | | | | | | |
|---|--|---|---|---|---|---|---|---|---|------|---------------------------------|--------------|------|-------|--|
| | <i>The method of assessment was explained clearly</i> | | | | | | | | | 25 | 50 | 25 | 100 | | |
| 3 | Markah ujian dan tugasan dimaklumkan dalam tempoh yang sesuai <i>Assessment results/feedback were informed within reasonable time periods</i> | | | | | | | 1 | | 25 | 2 | 50 | 25 | 100 | |
| 4 | Pemberatan markah yang digunakan adalah wajar <i>The weightage of the assessment was appropriate</i> | | | | | | | | | 25 | 1 | 50 | 25 | 100 | |
| 5 | Pengajar/Jurualatih selalu memantau kefahaman pelajar <i>The lecturer/instructor always monitored students' understanding</i> | | | | | | | | | 25 | 1 | 50 | 25 | 100 | |
| 6 | Maklum balas ujian dan tugasan yang diberi membantu pembelajaran saya <i>Assessment results/feedback helped in my learning</i> | | | | | | | | | | 3 | 75 | 25 | 100 | |
| 7 | Tugasan yang diberikan mencabar minda <i>The assignments were intellectually challenging</i> | | | | | | | | | 50 | 2 | 25 | 25 | 100 | |
| | DIMENSI BIMBINGAN DAN PERUNDINGAN <i>GUIDANCE AND CONSULTATION</i> | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 12.5 | 25.0 | 37.5 | 25.0 | 100.0 | |
| | <i>0.0 0.0 0.0 0.0 0.0 0.0</i> | | | | | | | | | | | | | | |
| 1 | Pengajar sedia membantu pelajar <i>The lecturer was ever willing to help students</i> | | | | | | | 1 | | 25 | 2 | 50 | 25 | 100 | |
| 2 | Pengajar/jurualatih bersedia mengadakan perundingan pada waktu yang ditetapkan <i>The lecturer/instructor was prepared for consultation at the arranged time</i> | | | | | | | | | 50 | 2 | 25 | 25 | 100 | |
| | DIMENSI KOMEN KESELURUHAN <i>GENERAL COMMENT</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0.0 | 37.5 | 12.5 | 50.0 | 100.0 | |
| | <i>0.0 0.0 0.0 0.0 0.0 0.0</i> | | | | | | | | | | | | | | |
| 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> | | | | | | | | | 50 | 2 | 50 | 50 | 100 | |
| 2 | Secara keseluruhan,kursus ini adalah berkesan. <i>In all, the course was effective.</i> | | | | | | | | | 25 | 1 | 25 | 25 | 100 | |
| | | | | | | | | | | | Keseluruhan Individu | 92 | | | |
| | | | | | | | | | | | Individual Overall Score | 100.0 | | | |
| | | | | | | | | | | | Keseluruhan Kursus | 92 | | | |
| | | | | | | | | | | | Course Overall Score | 80.0 | | | |

BAHAGIAN/PART B

| | | | | | | | | | | | | | | | | | | |
|---|--|---|---|---|---|---|---|---|----|-----|---------------------------------|--------------|------|----|------|----|-------|--|
| | DIMENSI KANDUNGAN KURSUS <i>COURSE CONTENT</i> | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 13 | 6.3 | 40.6 | 9 | 28.1 | 8 | 25.0 | 32 | 100.0 | |
| | <i>0.0 0.0 0.0 0.0 0.0 0.0</i> | | | | | | | | | | | | | | | | | |
| 1 | Objektif kursus ini adalah jelas <i>The course objectives were clear</i> | | | | | | | | | 50 | 2 | 25 | 25 | 25 | 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 | | 25 | 1 | 25 | 25 | 25 | 100 | | | |
| 3 | Beban kerja dalam kursus ini setimpal dengan jumlah jam kreditnya <i>The course workload was appropriate to its total credit hours</i> | | | | | | | 1 | | 25 | 1 | 25 | 25 | 25 | 100 | | | |
| 4 | Isi kandungan yang diajar membantu saya mencapai objektif kursus ini <i>The content delivered helped me to achieve the course objectives</i> | | | | | | | | | 25 | 1 | 50 | 25 | 25 | 100 | | | |
| 5 | Kandungan kursus ini selaras dengan tahapnya <i>The course content fit the level of the course</i> | | | | | | | | | 50 | 2 | 25 | 25 | 25 | 100 | | | |
| 6 | Maklumat tentang kandungan kursus adalah jelas <i>Clear information was given on the course content</i> | | | | | | | | | 50 | 2 | 25 | 25 | 25 | 100 | | | |
| 7 | Kandungan kursus ini disusun secara bermakna kepada saya <i>The course content was organized in a meaningful way</i> | | | | | | | | | 50 | 2 | 25 | 25 | 25 | 100 | | | |
| 8 | Kandungan kursus ini tidak bertindih dengan kursus-kursus lain <i>The course content did not overlap with other courses</i> | | | | | | | | | 50 | 2 | 25 | 25 | 25 | 100 | | | |
| | | | | | | | | | | | Keseluruhan Individu | 32 | | | | | | |
| | | | | | | | | | | | Individual Overall Score | 100.0 | | | | | | |
| | | | | | | | | | | | Keseluruhan Kursus | 32 | | | | | | |
| | | | | | | | | | | | Course Overall Score | 80.0 | | | | | | |