

DIPLOMA IN ENTREPRENEURSHIP

MQA/PA15959 (N/0414/4/0029)

PROGRAMME DESCRIPTION

This programme is designed to produce competitive and knowledgeable graduates in the field of entrepreneurship. Developed in the discipline fields and subfields of entrepreneurship such as the basis of entrepreneurship, digital, creative and innovative entrepreneurship. This program provides knowledge and skills in all aspects of business such as principles of accounting, economics, marketing, business law and industrial training

CAREER PROSPECTS

- Business Administration Executive
- Business Analyst
- Business Development Executive
- Retail Executive
- Sales Executive
- Entrepreneur

DURATION OF STUDIES:

3 years (9 Semester)

COMPULSORY SUBJECTS FOR MALAYSIAN STUDENTS

- Philosophy & Current Issue
- Appreciation of Ethics & Civilization
- Bahasa Kebangsaan (A)
- Introduction to Comparative Religion
- Entrepreneurship Skills
- Professional Development
- Thinking Skills
- Integrity & Anti-corruption

*Students need to complete four modules from the above.

COMPULSORY SUBJECTS FOR INTERNATIONAL STUDENTS

- Bahasa Melayu Komunikasi
- Professional Development
- Thinking Skills
- Integrity & Anti-corruption

*Students need to complete three modules from the above.

AWARDING BODY

WHAT SKILLS WILL YOU DEVELOP?

- Graduates will be able to develop financial management skills by learning financial entrepreneurship which helps to manage expenses, tax for business and future projections.
- Graduates will be able to develop creative thinking skills as an entrepreneurial mindset to inserting creative thinking into every aspect of business strategy.
- Graduates will be able to have analytical skills where they learn pattern recognition in data, market trends and user behaviour to improve products/services for business.

PROGRAMME STRUCTURE

SEMESTER 1

- Principles of Management
- Principles of Economics
- Logistic and Supply Chain Management

SEMESTER 2

- Financing for Entrepreneurship
- Principles of Marketing
- Principles of Accounting

SEMESTER 3

- Business English
- Business Plan

SEMESTER 4

- Business Psychology
- Organisation Behaviour
- Business Information System
- Malaysia Business Law
- Internet Marketing

SEMESTER 5

- Creativity and Innovation in Entrepreneurship
- Quality Management
- Human Resource Management
- Islamic Finance and Banking

SEMESTER 6

- Entrepreneurship in Retailing
- Computing Application
- Sales Management

SEMESTER 7

- International Business
- Small Business Management
- Seminar in Entrepreneurship

SEMESTER 8

- Business Strategy
- Business Statistics
- Work Culture

SEMESTER 9

- Internship