

DIPLOMA IN BUSINESS MANAGEMENT

MQA/FA8620 (R/345/4/0998)

PROGRAMME DESCRIPTION

This programme provides a contemporary and up-to-date approach to business, combining academic theory, business knowledge and skills development across a wide range of business and marketing subjects. This programme intends to help students to gain the skills and knowledge necessary to work for organizations of any size. By the end of the study period, students will acquire an understanding of complex business issues and develop analytical and problem-solving skills, enabling them to evaluate evidence, present arguments, make sound judgments, and communicate effectively.

CAREER PROSPECTS

- Sales/Operation/Admin Executive
- Marketing Executive
- Retail Executive

DURATION OF STUDIES:

2.5 Years (7 Semesters)

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 possess great communication skills and negotiate confidently in both one-on-one settings or large groups which are valuable to any organization.
- Graduates will be able to write an effective business plan where business students will learn how to structure, run and implement their ideas through business plans and innovation.
- Graduates will be able to have financial management skills where they will have the ability to analyze current market, and investment benefits and manage the company's financial needs effectively.

PROGRAMME STRUCTURE

SEMESTER 1

- Quantitative Methods in Business
- Principles of Management
- Principles of Economics
- Principles of Accounting
- Workplace Communication

SEMESTER 2

- Principles of Marketing
- Principles of Financial Management
- Business English
- Computing Applications
- Work Culture

SEMESTER 3

- Organization Behaviour

SEMESTER 4

- Introduction to Management Accounting
- Malaysia Business Law
- Project Management
- Small Business Management
- Internet Marketing

SEMESTER 5

- Business Psychology
- Sales Management
- Quality Management
- Human Resource Management
- Islamic Finance and Banking

SEMESTER 6

- International Business
- Business Strategy
- Business Ethics

SEMESTER 7

- Internship