

DIPLOMA IN **BUSINESS STUDIES**

KPT (R/340/4/0770) MQA (FA9102)

The Diploma in Business Studies programme prepares students with the necessary knowledge, skills, and practices required to effectively run different types of organizations such as cooperatives, sole proprietorships, partnerships, private and public companies. This programme aims to equip students with broad-based knowledge, technical, operational, and entrepreneurial skills that are essential for performing effectively and ethically in the field of business studies.

DURATION OF STUDY

2 years 6 months (30 months)

MODE OF STUDY

Full Time

ACADEMIC PATHWAY

Progress to an undergraduate degree in various fields related to business or seek a career as a:

- Sales Executive
- Marketing Executive
- Finance Executive
- Administrative Executive

ENTRY REQUIREMENTS

1. A pass in SPM with at least Credit in any 3 subjects or any equivalent qualification;

OR

2. A pass in Sijil Tinggi Persekolahan Malaysia(STPM), with a minimum of Grade C (GP 2.0) in any subject or any equivalent qualification;

OR

3. A pass in Sijil Tinggi Agama Malaysia(STAM) with a minimum grade of Maqbul;

OR

4. A pass in SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 Credit in any subject;

OR

5. Any qualifications equivalent to Certificate (Level 3, MQF)



Year 1

- Introduction to Business
- Fundamentals of Management
- Accounting
- Economics for Business
- Fundamentals of Information Technology
- Communicative English/Bahasa Kebangsaan
- Fundamentals of Marketing
- Human Resource Management
- Etika & Amalan Moral/Organisational Behaviour
- Business Mathematics
- Total Quality Management
- Services Marketing
- Business Communication and Presentation Skills
- Penghayatan Etika & Peradaban

Year 2

- E-Commerce
- Entrepreneurship
- Managing Customer Relationship
- Business Ethics
- Business Statistics
- Fundamentals of Business Finance
- Supply Chain Management
- Management Information System
- Marketing Research
- Principles of Project Management
- International Business
- Business Law
- Keterlibatan Komuniti

Year 3

- Industrial Training