

# GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

Graduate Diploma  
In Business Management

(MQA Accredited)

Duration - 27 month

## **MPU Module**

Ethnic Relation  
Islamic And Asian Civilisation  
Academic Writing  
Comparative Ethics  
Personal Development Project

## **CORE Module**

Principles Of Management  
Organisational Behaviour  
Introduction To Finance  
Management Information System  
Principles Of Marketing  
Operations Management  
Strategic Management  
Principles Of Economics  
Intro To Financial Accounting  
Business Statistics  
Business Law

## **UCS Module**

Professional Communication  
Reflective Learning Log  
Information Literacy and Research  
Skills  
Work Based Portfolio

## **ELECTIVE**

### **Marketing**

Consumer Behaviour  
Internet Marketing  
Marketing Mgmt

**OR**

### **Manufacturing**

Fundamentals Of  
Manufacturing Mgmt  
Production And Planning Contal  
Inventory Control

**OR**

### **Supply Chain Management**

Logistics and Supply Chain  
Management  
Purchasing Supply Mgmt  
Inventory Control

Complete BBA (Hons)  
with  
Top Up

**IPE**

**OR**

Selected **UK University**  
(12 Month)

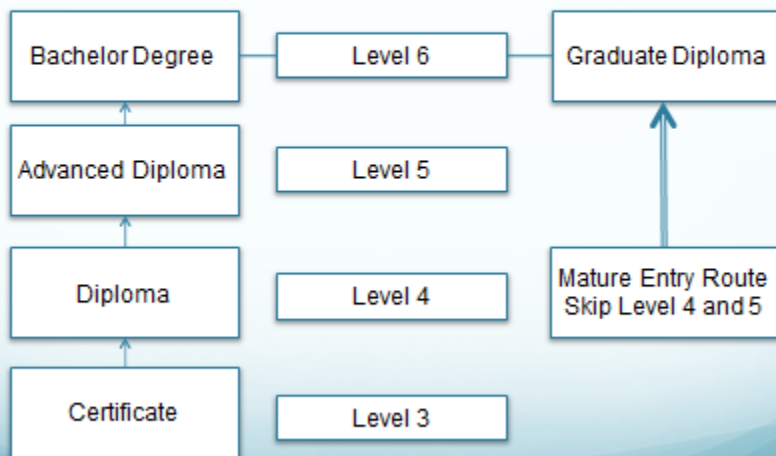
# GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

<b>PART TIME</b>	—		
<b>FULLY ONLINE</b>		<b>BLENDED LEARNING</b>	—

<b>DURATION</b>	<b>27 MONTH (7 SEMESTER)</b>
<b>NUM OF MODULE</b>	23 MODULE
<b>ASSESSMENT</b>	60% ASSIGNMENT 40% EXAM
<b>EFP &amp; HRDF CLAIMABLE</b>	YES
<b>INTAKE</b>	JAN , MAY, SEP
<b>ENROLMENT</b>	MONTHLY

## ACCELERATED ROUTE TO A BACHELOR DEGREE AWARD

### Malaysian Qualifications Framework



# GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

## ENTRY REQUIREMENTS

### *Regular Entry Requirement*

- Possess a minimum of two principals in STPM or
- equivalent qualifications such as UEC

### *Open Entry Qualification*

- Open Entry Qualifications recognised by the Ministry of Higher Education Malaysia
- At least 21 years old and above  
possess at least PMR/SRP/LCE or
- Other equivalent qualifications recognised by the AeU Senate

# GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

## PROGRAMME OUTCOME

**On completion of the programme students will be able to:**

- gain career advancement in management and leadership in both public and private sectors.
- Acquire comprehensive skills in the fundamental management knowledge and successfully apply advanced tools and techniques for intelligent decision making in a variety of organisational settings.
- Apply management knowledge and competencies that will support their development as effective managers.
- Apply the skills towards problem analysis, decision-making and in the application of modern management methods, practices and tools relevant to the field of business and management

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