

SCHOOL OF MANAGEMENT

Graduate Diploma in Business Management (R-DL/345/6/0956) 8/21

The Graduate Diploma in Business Management is offered by Asia e University (AeU), approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency. This programme is recognised as equivalent to a bachelor's degree. Upon completion, students may continue to pursue their Bachelor of Business Administration or a master's programme at local universities.



Learning Outcomes

- Comprehend and apply the basics of management, business, and marketing in the competitive world of global businesses.
- Use pertinent knowledge, skills and competencies in effective communication and problem-solving situations in competitive business challenges.
- Think critically and reflect creatively on opportunities, challenges and innovations for self-development and professional advancement.

Entry Requirements

NORMAL ENTRY

For Malaysian Students:

- STPM or its equivalent with at least C Grade in 2 subjects; OR
- Matriculation/Foundation with at least CGPA 2.00; OR
- International Baccalaureate (IB) with at least 24 points; OR
- 'A' Level with at least C grade in 3 subjects; OR
- Diploma with at least CGPA 2.00; OR

For International Students:

- A recognised university entrance qualification such as 'A' level / University Foundation / Matriculation / Diploma or equivalent
- English Language Proficiency equivalent to IELTS of 5.5 or TOEFL score of 550 or
 - Cambridge English: Advanced (CAE) or
 - Cambridge English: Proficiency (CPE) or
 - Cambridge First English (CFE) or
 - Pearson Test of English (PTE) or
 - Malaysian University English Test (MUET)

FLEXIBLE ENTRY

Accreditation of Prior Experiential Learning (APEL) Entry Requirements

- 21 years of age as of 1st January in the year of application
- Possess relevant work experience
- Passed an aptitude test and APEL assessment

Core

1. Principles of Management
2. Organisational Behaviour
3. Introduction to Finance
4. Management Information System
5. Principles of Marketing
6. Operations Management
7. Strategic Management
8. Principles of Economics
9. Intro to Financial Accounting
10. Business Statistics
11. Business Law

Specialisations

(Choose 1 specialisation only)

1) Marketing

- a. Consumer Behaviour
- b. Internet Marketing
- c. Marketing Management

2) Manufacturing Management

- a. Production Planning and Control
- b. Inventory Control
- c. Fundamental of Manufacturing Management

3) Supply Chain Management

- a. Production Planning and Control
- b. Logistics and Supply Chain Management
- c. Purchasing Supply Management

4) General With 3 Specialisations:

- a. Marketing
- b. Manufacturing Management
- c. Supply Chain Management

* Courses offered are subject to change without prior notice.

**Annual Intakes:
January / May / September**

General

Applicable to Malaysian Students only

1. Islamic and Asian Civilisations
2. Ethnic Relations
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students (in Malaysia)

1. Malay Language and Communication 2
2. Malaysian Studies 3
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

Applicable to International Students (Abroad)

1. Fundamentals of English Grammar
2. The Web Economy
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

University Compulsory Subjects

1. Information Literacy and Research Skills
2. Entrepreneurship in Asia

PROGRAMME FACTS

Fully Online	✓	Blended Learning	✓
Duration	2 years 4 months		
Face-to-Face Interaction	Once a month on weekends with 3 meetings per subject (total of 10 hours)		
Assessment	Assignment	60%	
	Final Exam	40%	

FINANCIAL INCENTIVES AND AIDS*

For Malaysian and International students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

For Malaysian students only:

- 10% discount is offered to students who pay in full their Annual Tuition Fee in one payment.
- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance
- RM6,000 personal income tax relief

* Terms and conditions apply