

# SCHOOL OF MANAGEMENT

## Graduate Diploma in Business Management

(R2-DL/0414/6/0182) (8/26) (MQA/FA0762) - ODL  
(N/0414/6/0268) (07/29) (MQA/PA17359) - CVL



### PROGRAMME OVERVIEW

The programme is specially designed to develop student's solid grounding in both foundational business and management knowledge. It is recognised as equivalent to a bachelor's degree. This mid-level postgraduate qualification allows learners to upgrade their skills and qualifications. It can be taken standalone or as part of a pathway for students to pursue their Master's degree.

### LEARNING OUTCOMES

At the end of the programme, students are able to:

- Assess in-depth theories and concepts in business management.
- Apply in-depth and comprehensive business management knowledge to manage complex problems in business organisations using different approaches.
- Organise task ethically and flexibly within business organisations.
- Demonstrate effective written and oral communication and collaborative skills with diverse stakeholders.
- Apply relevant digital skills in the workplace.
- Analyse numerical and graphical data to assist decision- making in workplace.
- Demonstrate leadership skills and responsibility in managing business organisation.
- Identify self-improvement for academic and career in business management area.
- Demonstrate broad entrepreneurship skills in resolving business problems.

## PROGRAMME STRUCTURE

### COMMON CORE SUBJECTS

- Principles of Management
- Principles of Marketing
- Human Resource Management
- Introduction to Finance
- Intro to Financial Accounting
- Business Analytics
- Principles of Economics
- Strategic Management
- Operation Management
- Management Information System
- Business Law

### CONCENTRATION AREAS

Choose one (1) concentration area only

#### Marketing

- Digital Marketing & Channel Management
- Consumer Behaviour & Segmentation
- Product Development and Pricing Strategy

#### Supply Chain Management

- Logistics and Supply Chain Management
- Production Planning and Control
- Purchasing and Supply Management

### GENERAL SUBJECTS

#### Malaysian Student

- Philosophy and Current Issues
- Appreciation of Ethics and Civilization
- Academic Writing
- Comparative Ethics
- Social Responsibility Project

#### International Student

- Academic Writing
- Malay Language and Communication
- Social Responsibility Project
- Fundamentals of English Grammar
- The Web Economy
- Philosophy and Current Issues
- Integrity and Anti-Corruption Course

## PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	1 year 4 months	2 years 4 months
Conventional (CVL)	1 year 4 months	3 years

## ENTRY REQUIREMENTS

### DIRECT ENTRY

1. A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with a minimum GPA 2.0 in any 2 subjects or equivalent; or
2. A Diploma with a minimum GPA 2.0 or equivalent;  
AND  
2 years of work experience.  
OR  
A Graduate Certificate in the relevant field

### ELCR Band (International Students Only):

Minimum score of 5.5 for IELTS, 550 for TOEFL OR its equivalent

### APEL ENTRY

This applies to candidates who are:

- At least 21 years of age in the year of application
- Possess relevant working experience.

\* Terms and conditions apply

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\*\*Information is accurate as of June 2025 and is subject to change without prior notice, if applicable.