

# SCHOOL OF MANAGEMENT

## Graduate Diploma in Business Management

(R-DL/345/6/0956) (MQA/FA0762) (08/21) FA



The programme is internationally benchmarked, approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency



Interactive learning activities, assignments, online discussions



Easy access to myPLS anytime, anywhere, any device



Access to the physical and digital library comprising of around 190,000 e-books, 95,000 e-journals, and 2.4 million e-theses titles accessible anywhere anytime



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

- 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.

## PROGRAMME STRUCTURE

### CORE SUBJECTS

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. Introduction to Financial Accounting
10. Business Statistics
11. Business Law
12. Human Resource Management

### CONCENTRATION AREAS

Choose one (1) concentration area only

1. Marketing & E-Commerce
  - Consumer Behaviour
  - Internet Marketing
  - Marketing Management
2. Manufacturing Management
  - Production Planning Control
  - Inventory Control
  - Fundamental of Manufacturing Management
3. Supply Chain Management
  - Production Planning & Control
  - Logistics & Supply Chain Management
  - Purchasing Supply Management

### GENERAL SUBJECTS

#### (Malaysian Students only)

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

#### (International Students in Malaysia only)

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

#### (International Students Abroad only)

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

### UNIVERSITY COMPULSORY SUBJECTS (UCS)

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

## PROGRAMME DELIVERY

LEARNING MODE	DURATION
<b>PART-TIME</b> <b>Blended Learning</b> 1. Face to Face Learning 2. Self-Managed Learning 3. Online Learning <b>Fully Online Learning</b>	2 years 4 months (7 semesters)

Frequency of Tutorials	Once a month Saturday & Sunday (3 Tutorial Per Subject)
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### ASSESSMENT

Coursework 60%	Final Exam 40%
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### ENTRY REQUIREMENTS

#### For Malaysian and International Students:

##### Regular Entry:

- STPM / 'A' Level or equivalent qualifications with minimum Grade C (CGPA 2.0) in two (2) subjects AND pass in Mathematic and English Language at SPM / 'O' Level or equivalent; OR
- Other recognised equivalent qualifications; AND
- 2 years of working experience; OR
- A Graduate Certificate in the relevant field.

#### For Malaysian students only:

##### Flexible Entry

##### Accreditation of Prior Experiential Learning (APEL)

##### Entry Requirements:

- Minimum 21 years of age.
- Possess relevant working experience.

#### Minimum English Language Requirements for International Students:

- 5.5 for IELTS; OR its equivalent.

For more details, please visit

<https://aeu.edu.my/study/entry-pathway/>

### FINANCIAL INCENTIVES & 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 60 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- PTPTN loan assistance

\*Terms and conditions apply

FA: Full Accreditation

Note: While the information published in this brochure was accurate at the time of publication, Asia e University reserves the right to alter, amend or delete details and other information published here. For the most up-to-date information please view our website at [aeu.edu.my](http://aeu.edu.my).

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