

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

MALAYSIAN

The minimum entry requirements are as follows:

- Sijil Tinggi Persekolahan Malaysia (STPM) / A-Level or any equivalent qualifications with minimum Grade C [(Cumulative Grade Point Average (CGPA) 2.0)] in two subjects AND pass in Mathematic and English Language at Sijil Pelajaran Malaysia (SPM) / O-Level or any equivalent qualifications; OR
- Sijil Tinggi Agama Malaysia (STAM) with minimum Grade Jayyid AND Pass in Mathematic and English Language at SPM / O-Level or any equivalent qualifications; OR
- A Diploma / Advanced Diploma OR equivalent qualifications; OR
- A Matriculation / Foundation Programme or any equivalent qualifications with a minimum CGPA of 2.00; OR
- Unified Examination Certificate (UEC) with minimum Grade B in five (5) subjects AND Pass in Mathematic and English Language; AND

Other recognised equivalent qualifications:

- Two years of working experience; OR
- A Graduate Certificate in the relevant field

INTERNATIONAL

The minimum entry requirements are as follows:

- A-Level or equivalent qualifications with minimum Grade C [(Cumulative Grade Point Average (CGPA) 2.0)] in two subjects AND pass in Mathematic and English Language at O-Level or any equivalent qualifications; OR

- Pass in Mathematic and English Language at SPM / O-Level or any equivalent qualifications; OR
- A Diploma / Advanced Diploma OR any equivalent qualifications; OR
- A Matriculation / Foundation Programme or any equivalent qualifications with minimum CGPA of 2.00; OR
- Others recognised equivalent qualifications.

Minimum English Language Requirements for International Students:

- Achieve a minimum Band 3 in Malaysian University English Test (MUET) OR equivalent to Common European Framework of Reference for Languages (CEFR) (Low B2)

Note: If a student does not meet this requirement, AeU will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

Flexible Pathways

- Accreditation of Prior Experiential Learning for Access (APEL.A)
- Accreditation of Prior Experiential Learning for Credit Award (APEL.C)
- Accreditation of Prior Experiential Learning for Qualification (APEL.Q)
- Micro-credentials (speed.aeu.edu.my/speed-micro.php)

* Terms and conditions apply



aeu.edu.my

Wisma Subang Jaya, 106,
Jalan SS15/4, Subang Jaya
47500, Selangor



ASIA e UNIVERSITY
+603-50223456 | 1-300-300-238
enquiries@aeu.edu.my / aeu.edu.my

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