

SCHOOL OF MANAGEMENT

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

The Graduate Diploma in Business Management is a well-recognised programme equivalent to a bachelor's degree. It is designed to give a broad, encompassing overview of all sides of business. Students will gain the understanding of the theories and analysis learned to help them make informed decisions and apply management strategies in real life settings. Graduates have the option to progress to higher levels into the Master of Administration programme.



Learning Outcomes

Upon completion of the programme, students will be able to:

- 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

- 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
- STAM with minimum Grade Jayyid AND Pass in Mathematic and English Language at SPM level or equivalent; OR
- A Diploma (MQF Level 4) / Advanced Diploma (MQF Level 5) or equivalent qualifications; OR
- A Matriculation / Foundation Programme or equivalent qualifications with minimum CGPA of 2.00; OR
- UEC with minimum Grade B in five (5) subjects AND Pass in Mathematic and English Language; OR
- Other equivalent qualifications recognised.

English Language Competency Requirements For International Students:

Minimum score of 5.0 for IELTS OR its equivalent.

Any international student from countries using English as an official medium of instruction or from an academic institution using English as a medium of instruction, shall normally be exempted from the above requirement.

For details, please go to <http://www.aeu.edu.my>

ALTERNATIVE ENTRY

Accreditation of Prior Experiential Learning (APEL) Entry Requirements

- Minimum 21 years of age as of 1st January in the year of application.
- Possess relevant work experience.
- Passed the 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.

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
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:			
<ul style="list-style-type: none"> • Merit Scholarship available for top-performing students • 10% discount on tuition fee available through student loyalty scheme 			
For Malaysian students only:			
<ul style="list-style-type: none"> • 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			

Intakes: January, May and September.

Asia e University

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