

Diploma in Business Management (AB101)

Academic Session November
Volume 2 (Issue 1)



ABOUT KPTM

Kolej Poly-Tech MARA (KPTM) is a private higher educational institution wholly owned by Majlis Amanah Rakyat (MARA). KPTM offers a wide range of educational opportunities in the field of information technology, computer sciences, accounting, business management, engineering and health sciences.

VISION

To become an institution that provide high quality education to produce credible human capital.

MISSION

Leading academic and personality excellence towards the optimum individual potential.

SHARED VALUE

Trustworthy, Synergistic, Caring

SLOGAN

Developing Potential, Driving Achievement

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MESSAGE FROM CHIEF EXECUTIVE OFFICER

Welcome to KPTM. I believe a college is a place for you to gain knowledge and skills that you will use for the rest of your life. Here at KPTM, we are committed in creating the right environment and culture for learning.

Developing the right culture is essential to create an environment that is conducive for learning. Faculty members and students as well as the college staff work together to build such environment. We provide learning opportunities through problem-based learning (PBL) that requires students to search for solutions and answers through discussions with the lecturers. This is unlike the conventional teaching where lecturers supply all inputs to the students.

KPTM is proud of its long years of academic pursuit. During these years we have engaged ourselves with students from all walks of lives, turning them from immature youngsters to well-rounded individuals ready to take on the world. We will do our best to develop and mould you towards having towering personalities.

As an educator, my professional roadmap has always directed me to work from a place of high standards, high expectations, and excellence. The KPTM team is dedicated to the same standards for our students. We strive to always motivate our students to achieve high academic achievement by providing outreach, academic support, and a climate that encourages self-empowerment. As a result, we reinforce successful enrolment, retention, academic success, and graduation of students from diverse backgrounds.

I graciously welcome you as higher education aspirants and look forward to the creation of new ventures and exemplary works from all of you.

Wishing you all the best!

Sincerely,

CHIEF EXECUTIVE OFFICER
Kolej Poly-Tech MARA

MESSAGE FROM DEAN, FACULTY OF BUSINESS MANAGEMENT

Dear Students,

This programme handbook has been prepared for your general information and guidance as students of Diploma in Business Management, to familiarize you with the programme structure and information related to the programme. It is important that you read through and understand the contents of this handbook as a source of reference.

Hopefully this programme handbook will enable you to understand and adapt yourself academically and socially as a college student. We are confident that you will be duly rewarded with a brighter future when you register with us provided that you have the right attitude and commitment towards your studies.

Make full use your time here, not only to find your passion and achieve your potentials, but also to develop skills that will see you through beyond college life.

I hope you will enjoy the course and experience a productive relationship with your lecturers as well as the support staff at KPTM.

DEAN
Faculty of Business Management
Kolej Poly-Tech MARA

Trustworthy | Synergistic | Caring

PROGRAMME BRIEF

The Diploma in Business Management is a homegrown programme specifically designed to deliver a suitable level of theoretical and practical understanding in business management that is useful in the workplace. The Diploma in Business Management (AB101) programme started in December 2003 and has achieved accreditation from the Malaysian Qualifications Agency (MQA) in 2005 (formerly known as Lembaga Akreditasi Negara)

This programme consists of various structures and covers different aspects such as Accounting, Business, Management, Marketing, Human Resource Management, Information Technology, Economics, Business Law, Entrepreneurship, Statistics and Business Mathematics.

At the end of the programme, graduates should be able to demonstrate specific skills in the areas of business as well as apply their knowledge and skills to solve problems and make decisions in different areas of business.

This programme is suitable for those who are interested in working with the government and private sector as human resource assistant, financial assistant, administration assistant, entrepreneur and others.

Graduates can also further their study at degree level in local higher institutions in specific field such as marketing, finance, administration, management or other professional qualifications.

PROGRAMME INFORMATION

1. **Programme Title** : Diploma in Business Management
2. **Programme Code** : AB101
3. **Duration** : 2 Years 4 Month
4. **Total Credit Hours** : 94
5. **Medium of Instruction** : English
6. **Entry Requirements** :

KPTM Alor Setar	ENTRY REQUIREMENT	ENGLISH COMPETENCY REQUIREMENT (INTERNATIONAL STUDENT)
	KPTM Bangi	i. Possesses SPM with at least credit in THREE subjects; OR
ii. Possesses SKM Level 3 in the related field; OR		
KPTM Kuantan	iii. A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00; OR	
	iv. A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with at least Grade C (GP 2.0) in any subject; OR	
KPTM Kota Baharu	v. A pass in Sijil Tinggi Agama Malaysia (STAM) with at least Grade Maqbul; OR	
	vi. Other equivalent qualifications recognised by the Malaysian Government.	

7. Programme Description:

This programme consists of various structures and covers different aspects such as Financial Accounting, Managerial Accounting, International Business, Operation Management, Career Management, Human Resource Management, Computerized Accounting, Economics, Business Law, Management, Entrepreneurship, Statistics and Business Mathematics

This programme is suitable for those who are interested in working with the government and private sector as human resource assistant, financial assistant, administration assistant, entrepreneur and others.

Graduates can also further study at degree level in local higher institutions in specific fields such as marketing, finance, administration, management or other professional qualifications.

8. Programme Objectives:

The program educational objectives are to produce graduates with:

PEO1: The theoretical and practical knowledge in managing business (LO1, LO2, LO3)

PEO2: The ability to demonstrate teamwork (LO8), interpersonal communication (LO4), (LO5), creativity and innovation skills. (LO9)

PEO3: The numerical (LO7) and digital skills (LO6) to support business functions.

PEO4: The capability of demonstrating entrepreneurial skills (LO10) and pursuing education in related fields for life-long learning and career advancement. (LO11)

9. Career Opportunities:

A diploma in business management prepares you for management positions and career paths within companies so that you can move up the corporate ladder. Additionally, a business management diploma can give you the skills you need to own, operate and expand your own business as well. There are many different paths you can take with a business management diploma, because this is a generic diploma that allows you to choose a niche or specialty, and prepares you for the business aspect.

There are far too many options available to a business management career path to explore them all, and depending on which path you take in a business management career, your income could range from average to very high.

10. Programme Outcomes:

Upon the completion of the programme, graduates should be able to:

- PO 1 Describe broad-based principles, theories and concepts in business.
- PO 2 Apply broad based business knowledge to solve routine and non-routine problems in organisations.
- PO3 Perform a range of essential tasks and procedures ethically and flexibly within business organisations.
- PO4 Work together with various people in a diverse working environment.
- PO5
Demonstrate effective written and oral communication skills
- PO6 Demonstrate relevant digital skills for work or study
- PO7 Interpret numerical and graphical data with relevant tools.
- PO8 Demonstrate decision making capabilities, accountabilities and leadership in the organization.
- PO9 Demonstrate self-improvement, creativity and innovation for academic and career development.
- PO10 Demonstrate managerial and entrepreneurship skills.
- PO11 Identify ethical issues and act professionally within various business environments.

11. Awarding Body: Kolej Poly-Tech MARA

ACADEMIC PLANNER

ACTIVITY	ACADEMIC SESSION		
	April (day/week)	July (day/week)	November (day/week)
Registration (New Students)	Day 1	Day 1	Day 1
Induction	Day 2 - 4	Day 2 – 4	Day 2 - 4
Registration (Returning Students)	Day 3	Day 3	Day 3
Lectures and Add/Drop Session	Week 1 - 2	Week 1 - 2	Week 1 - 2
Lectures	Week 1 - 7	Week 1 - 14	Week 1 - 14
Revision Week	1 week	1 week	1 week
Final Examination	1 week	2 weeks	2 weeks
Semester Break	4 weeks	3 weeks	2 weeks

Note: Actual calendar will be distributed during registration.

The Academic Calendar for KPTM has the following features:

- A 7 weeks instruction for short semester (April) and 14 weeks for long semester (July and November) conducted in the academic year.
- A 7 days final examination period for short semester (April session) and 14 days for long semester (July and November), with 1 'revision week' for examination preparations.
- Class replacement will be done in cases where public holidays disrupt the teaching and learning activities.
- The College reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware for announcements regarding changes at all times.

ACADEMIC REGULATIONS

- All KPTM students are subjected to the Academic Rules and Regulations as outlined in the **Buku Peraturan Akademik Kolej Poly-Tech MARA 2022**. A copy of this booklet will be given to every student upon registration.

PROGRAM STRUCTURE

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 1 (YEAR 1)									
1	PMG1123	Fundamentals of Management	Common Core	3	44	120	NONE	60	40
2	TTS1363	Introduction to Information Technology	Common Core	3	42	120	NONE	100	0
3	TBM1063	Business Mathematics	Common Core	3	54	120	NONE	60	40
4	HPE1043	Proficiency English	Compulsory	3	42	120	NONE	60	40
5	PMK1213	Fundamentals of Marketing	Common Core	3	44	120	NONE	60	40
6	MPU2182	Penghayatan Etika dan Peradaban/	Compulsory	2	28	80	NONE	100	0
	MPU2132	Bahasa Melayu Komunikasi 1 (Bukan Warganegara)			28	80	NONE	100	0
TOTAL				17					

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 2 (YEAR 1)									
1	MPU2212	Bahasa Kebangsaan A/	Compulsory	2	28	80	NONE	100	0
	MPU2312	Pengajian Islam/			35	80	NONE	100	0
	MPU2342	Pembangunan Pemuda			35	80		100	0
2	HOC2013	Organizational Communication	Common Core	3	42	120	NONE	100	0
3	PMK2243	Introduction to International Marketing	Discipline Core	3	44	120	NONE	60	40
TOTAL				8					

**MPU2212 is COMPULSORY to students who did not obtain a credit in Bahasa Melayu at SPM level. Students who obtained a credit in Bahasa Melayu (SPM) are exempted from this course

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 3 (YEAR 1)									
1	PAC1163	Principles of Business Accounting	Common Core	3	54	120	NONE	60	40
2	TTS2113	Concepts and Application of E-Commerce	Discipline Core	3	42	120	NONE	60	40
3	PHR2143	Human Resource Management	Common Core	3	45	120	NONE	60	40
4	PEC1133	Microeconomics	Common Core	3	50	120	NONE	60	40
5	PMK1323	Introduction to Consumer Behaviour	Discipline Core	3	42	120	NONE	100	0
6	HLB2023	Business Law	Common Core	3	57	120	NONE	50	50
TOTAL				18					

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 1 (YEAR 2)									
1	MPU2412	Khidmat Masyarakat 1/	Compulsory	2	42	80	NONE	100	0
	MPU2422	Pengurusan Masjid/			42	80		100	0
	MPU2432	Sports Event Management 1			45	80		100	0
2	PFN2143	Fundamentals of Financial Management	Common Core	3	52	120	NONE	50	50
3	PEC2143	Macroeconomics	Common Core	3	50	120	PEC1133	60	40
4	TQM1063	Introduction to Statistics and Data Analysis	Common Core	3	58	120	NONE	60	40
5	PMG3163	Supply Chain Management	Discipline Core	3	48	120	NONE	100	0
6	PEN2373	Creative and Innovative Entrepreneurship	Discipline Core	3	44	120	NONE	100	0
TOTAL				17					

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 2 (YEAR 2)									
1	PMK2253	Introduction to Digital Marketing	Discipline Core	3	44	120	NONE	60	40
2	POB2113	Organizational Behavior	Common Core	3	45	120	NONE	60	40
3	PBS2243	Business Ethics	Common Core	3	44	120	NONE	60	40
TOTAL				9					

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 3 (YEAR 2)									
1	PHR3093	Career Development	Discipline Core	3	42	120	NONE	100	0
2	PMG3153	Small Business Management	Discipline Core	3	44	120	NONE	70	30
3	PMK3333	Integrated Marketing Communication	Discipline Core	3	44	120	PMK1213	60	40
4	PEN2383	Digital Entrepreneurship	Common Core	3	42	120	NONE	100	0
5	PBS3233	International Business	Common Core	3	45	120	NONE	70	30
6	PMG3093	Operations Management	Common Core	3	44.5	120	NONE	60	40
TOTAL				18					

Programme Structure – DIPLOMA IN BUSINESS MANAGEMENT (AB101)									
NO	COURSE CODE	COURSE NAME	STATUS	CREDIT	SLT		PRE-REQ	ASSESSMENT	
					FACE TO FACE	TOTAL SLT		Course Work %	Final Examination %
SEMESTER 1 (YEAR 3)									
1	PBS3287	Industrial Training	Industrial Training	7	3	280	Pass all courses	100	0
TOTAL				7					
GRAND TOTAL				94					

COURSE INFORMATION

<p style="text-align: center;">YEAR 1 SEMESTER 1</p>

<p>PMG1123 FUNDAMENTALS OF MANAGEMENT</p>
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Prerequisite: None

This subject will introduce the fundamental key managerial components in organizations to the students. It also helps the students to understand how the management functions work in the organizations.

<p>TTS1363 INTRODUCTION TO INFORMATION TECHNOLOGY</p>
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Prerequisite : None

This subject covers the use of personal computers in terms of their hardware and software in theory and its usage through hands on. The students will be exposed to the computer hardware, such as input output devices, system unit, secondary storage, communication media and its component, internet technologies and current issues in Information Technology. In the aspect of hands on, student will be exposed to the system and application software such as word processor, spreadsheet and presentation software.

<p>TBM1063 BUSINESS MATHEMATICS</p>
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Prerequisite: None

This course develops competency in common business calculations with an emphasis on solving word problems related to financial decision-making. Students learn to calculate ratio, percentages, variation, linear programming, trade and cash discounts, markups and markdowns, simple and compound interest also present and future value of annuities. Students perform calculations with the aid of a calculator to solve problems

<p>HPE1043 PROFICIENCY ENGLISH</p>

Prerequisite: None

This course introduces the students to the basic aspects of English language. It also allows students to incorporate skills related with English language. Students will have skills to converse and present effectively.

<p>PMK1213 FUNDAMENTALS OF MARKETING</p>

Prerequisite : None

This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key marketing concepts to practical business situations.

MPU2182 PENGHAYATAN ETIKA DAN PERADABAN

Prerequisite : None

Kursus ini mempersiapkan pelajar untuk menghayati etika dan peradaban yang wujud dalam masyarakat kepelbagaian etnik di Malaysia untuk memperteguhkan pemikiran kritikal dan analitikal mereka bagi menangani kehidupan yang lebih mencabar. Pengisian kursus ini memfokuskan kepada penghayatan etika dan peradaban dalam acuan Malaysia. Pelajar akan didedahkan dengan dinamika konsep etika dan peradaban yang menjadi kekuatan kepada pembentukan negara Malaysia berdasarkan susur masa evolusi sejarahnya dari era pra-kolonial sehingga ke pasca-kolonial. Kefahaman tentang pembentukan etika dan peradaban dalam masyarakat kepelbagaian dibincangkan bagi meningkatkan penghayatan etika dan peradaban ke arah pemantapan kesepaduan nasional dan bangsa Malaysia. Peradaban acuan Malaysia perlu dikupas serta diperdebatkan dalam aktiviti akademik berpandukan Perlembagaan Persekutuan sebagai tapak integrasi dan wahana etika dan peradaban. Pembinaan kesepaduan nasional amat dipengaruhi oleh globalisasi dan perkembangan teknologi maklumat dan komunikasi yang kompleks. Oleh kerana itu, penghayatan etika dan peradaban menzahirkan perilaku tanggungjawab sosial dan digerakkan pada peringkat individu, keluarga, komuniti, masyarakat, dan negara. Justeru, perubahan yang berlaku dalam masyarakat dan pembangunan langsung ekonomi telah membawa cabaran baru dalam mengukuhkan kelestarian etika dan peradaban di Malaysia. Amalan Pendidikan Berimpak Tinggi (HIEPs) dipraktikkan dalam pengajaran dan pembelajaran bagi mendalami kursus ini. (pengajaran & pembelajaran).

MPU2132 BAHASA MELAYU KOMUNIKASI 1 (BUKAN WARGANEGARA)

Prerequisite : None

Kursus ini melatih pelajar antarabangsa untuk berkomunikasi dalam Bahasa Melayu asas yang meliputi situasi kehidupan harian. Pelajar akan diperkenalkan dengan peraturan dan penulisan Bahasa Melayu mudah. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tutorial, tugas dan pengalaman pembelajaran pelajar di dalam dan di luar kelas. Pada akhir kursus ini, pelajar diharap dapat berkomunikasi dan menulis karangan dengan menggunakan ayat mudah dengan berkesan.

**YEAR 1
SEMESTER 2**

MPU2212 BAHASA KEBANGSAAN A

Prerequisite : None

Kursus ini menawarkan kemahiran berbahasa dari aspek mendengar, bertutur, membaca dan menulis sesuai dengan tahap intelek pelajar. Tujuan kursus ini adalah untuk meningkatkan kecekapan berbahasa dalam konteks rasmi dan tidak rasmi. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, perbincangan, tugas, aktiviti kebahasaan, lakonan, ujian dan peperiksaan. Pada akhir kursus ini, pelajar diharapkan dapat menguasai kemahiran berbahasa secara lisan dan tulisan.

MPU2312 PENGAJIAN ISLAM

Prerequisite : None

Kursus ini disediakan untuk melahirkan warganegara yang faham tasawwur (konsep) Islam sebagai satu cara hidup yang bersepadu dan seimbang serta berupaya menghadapi pelbagai masalah dan cabaran. Perbincangan berasaskan kepada konsep-konsep asas Islam, Islam sebagai cara hidup, institusi Islam dan cabaran semasa. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tugasan, peperiksaan, pengalaman pembelajaran atau pembelajaran berasaskan masalah.

MPU2342 PEMBANGUNAN PEMUDA

Prerequisite : None

Kursus ini bertujuan melahirkan insan berakhlak mulia, menghayati nilai-nilai murni secara bersepadu dalam kehidupan dan menyatupadukan masyarakat pelbagai kaum berdasarkan kepada nilai-nilai moral sejagat.

Terbahagi kepada 5 bahagian:

1. Konsep Pembangunan Belia
2. Asas Etika dan Nilai serta Kepentingan
3. Asas Etika dan Nilai Menurut Perspektif Pelbagai Agama
4. Ciri-ciri Belia Negara
5. Cabaran dan Masalah semasa Pembangunan Negara

Usaha ini selaras dengan falsafah Pendidikan Negara yang berhasrat melahirkan insan berilmu pengetahuan, berakhlak mulia, bertanggungjawab dan berkeupayaan mencapai kebahagiaan diri serta memberi sumbangan berkesan kepada kesejahteraan masyarakat dan Negara.

HOC2013 ORGANIZATIONAL COMMUNICATION

Prerequisite : None

This course introduces students to a variety of techniques of business writing theories and oral practices. They are designed to be applicable to the production of work-related communication in the real world. The learning of organizational communication subject involve the fundamentals of good business writing such as protocols for business letters, memoranda, emails, good and bad messages, formal reports and proposals

PMK2243 INTRODUCTION TO INTERNATIONAL MARKETING

Prerequisite : None

This course aims to provide knowledge of international marketing. Theories, concepts and international marketing issues will be discussed. Oriented approach to decision-making will be emphasized during the discussion of concepts and marketing strategies. Major topics include international marketing environment, the assessment of marketing opportunities in global markets and the creation and management of the marketing mix activities at the international level. Learning this course emphasizes critical market analysis to identify opportunities and develop strategies of international marketing.

**YEAR 1
SEMESTER 3**

PAC1163 PRINCIPLES OF BUSINESS ACCOUNTING

Prerequisite : None

The course introduces students to the basic knowledge on the financial accounting including analysis on financial statement. It is also provide the basic knowledge in cost and management accounting.

TTS2113 Concepts and Application of E-Commerce

Prerequisite: None

This course is important in order to recognize and understand closely e-commerce and how it is managed and also identify e-commerce chances, limitations, issues, and risks. Students are exposed to buying and selling transactions related to electronic communications and obtaining information.

PHR2143 HUMAN RESOURCE MANAGEMENT

Prerequisite: None

Human resource management is a course about the activities in human resource management. Students will gain an understanding on how the human resource functions as a primary organization component, links the continuing development of individual employees to the organization effectiveness.

PEC1133 MICROECONOMICS

Prerequisite : None

This course is designed to expose, prepare, and equip students with the fundamentals of microeconomics techniques used in business and accounting. The topics covered in this course include an introduction to economics, supply and demand, market equilibrium, elasticity, production theory, cost, and the theory of firms and market structures.

PMK1323 INTRODUCTION TO CONSUMER BEHAVIOUR

Prerequisite : None

The students are exposed to an overview of theories and principles of marketing required for effective business practices which focuses on identifying the needs and wants of the target market, understand the buying behaviour of their target markets, and develop a marketing mix (comprising product, price, promotion and placement strategies) to satisfy the needs and wants of markets.

HLB2023 BUSINESS LAW

Prerequisite : None

This course introduces the basic principles of Malaysian business law. It provides students knowledge on the complexity of legal environment and court decision affecting the business operations.

**YEAR 2
SEMESTER 1**

MPU2412 KHIDMAT MASYARAKAT 1

Prerequisite : None

Kursus ini membincangkan konsep projek keterlibatan komuniti, penyediaan kertas cadangan dan ciri-ciri projek yang berkesan. Tujuan kursus ini ialah memberikan kefahaman dan penghayatan dalam melaksanakan projek ketelibatan komuniti. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah interaktif, diskusi kumpulan, pembelajaran berasaskan pengalaman melalui aktiviti kumpulan dan semangat sukarelawan. Pada akhir kursus ini, pelajar diharapkan dapat mengamalkan nilai dan etika, kepimpinan dan kerja berpasukan serta tanggungjawab sosial.

MPU2422 PENGURUSAN MASJID

Prerequisite : None

Kursus ini membincangkan konsep projek keterlibatan komuniti, penyediaan kertas cadangan dan ciri-ciri projek yang berkesan. Tujuan kursus ini ialah memberikan kefahaman dan penghayatan dalam melaksanakan projek ketelibatan komuniti. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah interaktif, diskusi kumpulan, pembelajaran berasaskan pengalaman melalui aktiviti kumpulan dan semangat sukarelawan. Pada akhir kursus ini, pelajar diharapkan dapat mengamalkan nilai dan etika, kepimpinan dan kerja berpasukan serta tanggungjawab sosial.

MPU2432 SPORTS EVENT MANAGEMENT 1

Prerequisite : None

The course introduces students to sports event management and focuses on the details required when planning a specific sports event. Emphasis is placed on the planning of events, beginning with research into selecting the right event, event themes, site selection, task and responsibility checklists, organizational committee structures, budgeting, advertising and promotion, and event administration.

PFN2143 FUNDAMENTALS OF FINANCIAL MANAGEMENT

Prerequisite : None

In this course the students able to learn the basic concept of financial management and the impact of fintech. It also covers the time value of money. It also elaborates on the financial techniques used to help firms in making financial decision relating to risk and return, capital budgeting, capital structure and dividend policy.

PEC2143 MACROECONOMICS

Prerequisite : PEC1133

The course introduces students to macroeconomics issues such as inflation, unemployment and international trade. It is designed to provide basic knowledge and understanding about fiscal, as well as monetary policies, and how these policy instruments can be used to influence macroeconomic activities and achieve macroeconomic objectives.

TQM1063 INTRODUCTION TO STATISTICS AND DATA ANALYSIS

Prerequisite : None

A course designed to emphasize the basic concept of statistics and probability. Topics include descriptive statistics, data presentation, correlation, regression, probability, probability distribution, estimation and hypothesis testing.

PMG3163 SUPPLY CHAIN MANAGEMENT

Prerequisite : None

The course provides the knowledge of supply chain management and its application in a real business organization. Students will learn the basic concepts of supply chain management, supply chain activities, supply chain models, and supply chain applications in any business organization. Students will also learn about the relationship between supply chain & logistic management besides how to integrate supply chain management with customer accommodation. (intermediaries)

PEN2373 CREATIVE AND INNOVATIVE ENTREPRENEURSHIP

Prerequisite : None

This course is designed to provide students with importance areas of creative and innovation, which are closely related to entrepreneurship. Student will learn on how to generate new and creative ideas and how to be creative and innovative at individual and organizational level. This will help students to gain basic knowledge in methods and tools used during creativity and innovation processes.

**YEAR 2
SEMESTER 2**

PMK2253 INTRODUCTION TO DIGITAL MARKETING

Prerequisite : None

The students are exposed to the latest industry insights, knowledge and skills needed to plan and implement marketing plans using the latest digital tools and practices, understanding of how technology has influenced the development of marketing and its evolution into a field now referred to as Digital Marketing.

POB2113 ORGANIZATIONAL BEHAVIOR

Prerequisite : None

This course introduces the theoretical knowledge of organizational behavior. The course covers the three main influential factors of organizational behavior including the individual behavior, group behavior, and organizational system.

PBS2243 BUSINESS ETHICS

Prerequisite: None

This subjects is intermediate level of subject. It exposes the comprehensive knowledge on ethical decision making, ethical business and the ethical issues at individual, organizational, and societal levels. This subject will contribute the students ability to make a decision with ethical and profesional manners.

**YEAR 2
SEMESTER 3**

PHR3093 CAREER DEVELOPMENT

Prerequisite: None

This course helps the students in the process of making a plan for the future career path, which includes learning about resumes, interviewing, and job search strategies.

PMG3153 SMALL BUSINESS MANAGEMENT

Prerequisite : None

This course will provide students the opportunity to learn and understand the important elements required to open and operate a successful small business with basic familiarity of computer technology operations by considering the risk management in small business.

PMK3333 INTEGRATED MARKETING COMMUNICATION

Prerequisite : PMK1213

This subject provides an understanding of the various marketing communication functions and tools which can be applied to develop long-term and profitable brand relationship.

PEN2383 DIGITAL ENTREPRENEURSHIP

Prerequisite: None

This course examines the theory and practices of promoting online businesses in new and existing firms. It explores means to gain break through products and services. Students will develop business folios as a useful tool in designing business plan.

PBS3233 INTERNATIONAL BUSINESS

Prerequisite: None

This course is an intermediate course. It allows the students to understand the basic concepts of foreign market entry strategies to expand product or service globally.

PMG3093 OPERATIONS MANAGEMENT

Prerequisite: None

This subject introduces students to the basic of operations management. Students will be equipped to understand the conversion of material and labour to maximize profits.

**YEAR 3
SEMESTER 1**

PBS3287 INDUSTRIAL TRAINING

Prerequisite: Pass all courses

This course is to expose students to the real-world working environment. Students will be placed in a suitable private or public sector for 14 weeks. Students will be exposed to the real-life working environment relevant to their field of study. Students will have to present the task given during the industrial training to academic supervisor. A written report has to be submitted on week 15-16. Students will be supervised by appointed academic staff and industrial supervisor.

STUDY PATH

**LEARNING CHART
COURSE IN DIPLOMA IN BUSINESS MANAGEMENT (AB101)**

Graduates are expected to possess the skills necessary to undertake a variety of management and administration occupations in the private sector, public sector, government, and non-profit organizations. Graduates also will have the knowledge and able to work in a variety of positions such as business, administration, finance or research, retailing, entrepreneurship and others.

