

Executive Diploma in Business Management



*Starting in IPOH
For the 1st Time !!!*



**Come and join us for a better
Future and job prospects.**



Introduction

The globalisation of business requires formal understanding of business principles and practices. No longer can one expect to be a world class player with only intuitive business acumen. The pursuit of business management studies will provide the foundation for effective operations of a business both locally and internationally.

Across a large spectrum of industries, there is a great demand for business management graduates because of the multiple applicability of the programme content. The knowledge derived from the course is the touchstone for an organisation as it encompasses most elements critical for its success. Besides employability the graduates will also be able to consider the option of self employment.

Objectives

- Introduce principles of different management approaches
- Analyse strategic planning & process
- Understand the critical role of human resource
- Identify the legal framework of business operations

Entry Requirements

- SPM 3 credits with 3 years working experience; or
- STPM 2 Principals with 1 year working experience; or
- Diploma recognised by OUM
- Basic degree in any discipline recognised any public/private universities or private colleges

Modules

- Introduction to Management
- Principles of HR Management
- Business Communication
- Organizational Behaviour
- Introduction to Economics
- Introduction to Marketing
- Entrepreneurship
- Introduction to Accounting
- Introduction to Business Law
- Project Paper & Presentation

Programme Duration and Assessment

The duration of this programme is 12 – 18 months. This programme would involve a series of continuous assessment as follows:

- Examination: 60%
- Assignments: 40%

Program Highlights

Digital Library access- Experienced practitioners from the industry – Flexible payment scheme/EPF withdrawal – Free MP3 Player

Programme Fee

RM 8200 (Inclusive of Starter Kit, Modules & materials)

Awarded by

Conducted by

For further details please contact:

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