

## SCHOOL OF MANAGEMENT

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

The Graduate Diploma in Business Management is offered by Asia e University (AeU), approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency. This programme is recognised as equivalent to a bachelor's degree. Upon completion, students may continue to pursue their Bachelor of Business Administration or a master's programme at local universities.



#### 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.

#### Entry Requirements

##### **NORMAL ENTRY**

###### **Malaysian & International Students:**

- 'A' Levels / STPM / STAM / Diploma or its equivalent accepted by AeU Senate

Note: International students are required to attain a level of English Language Proficiency equivalent to IELTS of 5.5 or TOEFL score of 550 or passed the AeU Placement Test or other equivalent approved by the Senate of AeU. Those who have their tertiary education in English shall normally be exempted from the requirement.

##### **ALTERNATIVE ENTRY**

###### **Accreditation of Prior Experiential Learning (APEL) Entry Requirements:**

- 21 years of age as of 1st January in the year of application
- Other equivalent qualifications recognised by the Senate of AeU; and
- Possess relevant work experience
- Passed an aptitude test and 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

**General**

**Applicable to Malaysian Students only**

1. Tamadun Islam dan Tamadun Asia (for local students only)
2. Hubungan Etnik (for local students only)
3. Malay and Communication I (for international students only)
4. Malaysia Studies (for international students only)
5. Academic Writing
6. Comparative Ethics
7. Personal Development Project

**Applicable to International Students only**

1. Information Literacy and Research Skills
2. Professional Communication
3. Work-based Portfolio
4. Reflective Learning Log

**Specialisation**

**(Choose 1 subject 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 Specialization**

- a. Marketing
- b. Manufacturing Management
- c. Supply Chain Management

\* Courses offered are subject to change without prior notice.

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*
<p><b>For Malaysian and International students:</b></p> <ul style="list-style-type: none"> <li>• Merit Scholarship available for top-performing students</li> <li>• 10% discount on tuition fee available through student loyalty scheme</li> </ul> <p><b>For Malaysian students only:</b></p> <ul style="list-style-type: none"> <li>• 10% discount on tuition fee for full payment of semester fees</li> <li>• 50% discount on tuition fee for senior citizens who are 55 years of age &amp; above</li> <li>• 75% discount on tuition fee for the disabled</li> <li>• EPF withdrawal assistance</li> <li>• PTPTN loan assistance</li> <li>• RM7,000 personal income tax relief</li> </ul> <p><i>* Terms and conditions apply</i></p>

**Annual Intakes:  
January / May / September**

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