

Diploma In Business Management

(R/345/4/0536) (MQA/FA 4313)

Programme Overview

This programme is designed for individuals who wish to have a broader career choice in business or to become an entrepreneur. Our graduates will have a clear grasp of a contemporary and up-to-date approach to the world of business, combining academic theory, business knowledge and skills development across a variety of business. You will be equipped with creative thinking skills and analytical methodology that will guide you to become an effective business administrator. This programme allows you to explore businesses in the context of its operations, management and evaluation of business information.

Subjects Offered

SEMESTER 1 (Year 1)

- Academic English 1
- Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1*
- Fundamental of Accounting
- Computer Software Applications
- Principles of Economics

SEMESTER 2 (Year 1)

- Professional Communication / Bahasa Kebangsaan A
- Principles of Management
- Principles of Finance

SEMESTER 3 (Year 1)

- Basic Entrepreneurship
- Academic English 2
- Business Mathematics
- Introduction to Business
- Small Business Management
- Human Resource Management

SEMESTER 4 (Year 2)

- Co-Curriculum
- Principles of Marketing
- E-Commerce
- Organizational Behaviour
- Ethics in Business
- Public Relations
- Business Statistics

SEMESTER 5 (Year 2)

- Introduction to International Business
- Consumer Behaviour
- Strategic Management

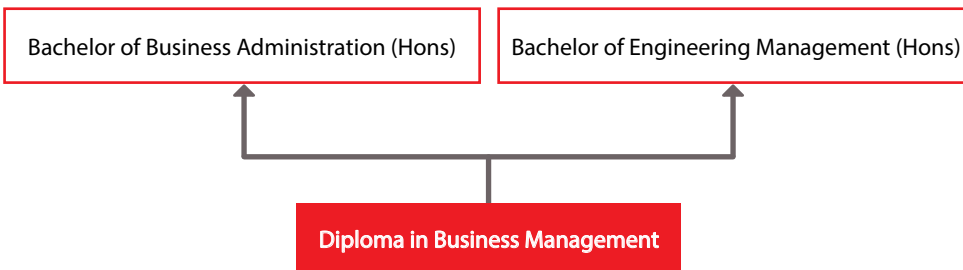
SEMESTER 6 (Year 2)

- Academic English 3
- Consumer Marketing
- Commercial Law
- Oral in Business Communication
- Operation Management

SEMESTER 7

- Industrial Training (6 months)

Progression of Education Pathway



Entry Requirement

SPM

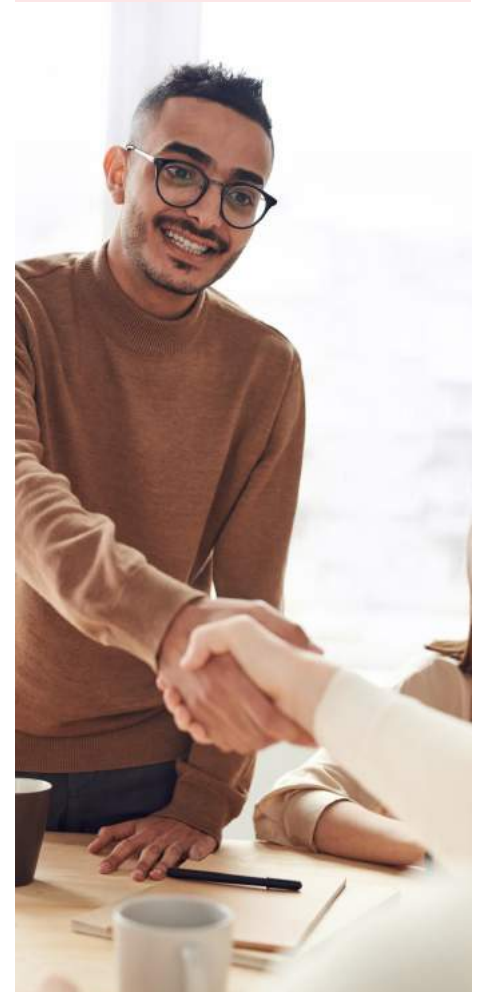
- Minimum 3 credits (Pass in Mathematics & English)

Duration study

2.5 years (inclusive of industrial training)

Credit Hours

91



ACCOMMODATION FOR CITY UNIVERSITY STUDENTS



Bedroom

Beds that will guarantee you comfort throughout the night.

You will never have to worry about dirty laundry .



Laundry



Study

A comfortable space for you to study and complete your assignments.



Chill at our lounge in your free time.

Lounge



Our accommodation (**Damai Court Apartment**) provides an excellent learning environment and we have facilities that caters to your social needs. We provide affordable accommodation :

- **Hostel registration: RM350**
- **Monthly rental RM250* per month (including transportation)**

Terms and Conditions

* *Rental fee subject to changes*

Priority for hostel accommodation is given for students who lives more than 50KM radius from campus.

Students do not have to worry about moving around as Damai Court has easy access to public transportation. Furthermore, we allow students to travel to campus with City University's transportation which includes three 3 vans, 1 MPV and 3 buses.