



DIPLOMA IN **BUSINESS MANAGEMENT**

(R2/345/4/1037)(MQA/FA1922)(03/21)

THE PROGRAMME

The Business Management programme covers extensive theoretical concepts of managing business and adopts a practical approach in assessing students e.g. by discussing case studies, conducting market surveys and, preparing and making presentations under “real-life” business environment. With such practices, students will be able to apply what they have learnt in college to real business situations in their future professions or business ventures.

The programme also places emphasis on communication, time-management and presentation skills. Students are given the opportunity to practise these ‘acquired’ skills through both group discussions of assignments and presentations throughout the entire programme. Consequently, these students will become more confident and pro-active, hence more employable when they enter the business world.

ENTRY REQUIREMENT

Pass SPM with minimum 3 Credits

Pass UEC with minimum 3 Credits

Equivalent qualification

DURATION

2 ½ years

INTAKE

January, April, August

INTERNSHIP

Year 2 (Duration - 10 weeks)

PATHWAY

Han Chiang University College of Communication homegrown degree programmes in Business and Logistics & Supply Chain Management and related field

To further degree with credit transfer to our partner universities locally or overseas such as Taiwan, China, United Kingdom, Australia etc.



CAREER OPPORTUNITIES

Marketing, Sales, Human Resource Management, Banking, Insurance

CONTACT US

Jalan Lim Lean Teng
11600 Penang, Malaysia

Tel: (604) 283 1088

Fax: (604) 282 9325

Email: enquiries@hju.edu.my

www.hcu.edu.my

DKU037(P) JPT/BPP(U)1000-801/143/Jld.2 (5)
(wholly owned by HJU International College Sdn. Bhd.)(480642-T)

COURSES*

YEAR 1

Microeconomics
Principles of Management
Basic Business Mathematics
Recording Financial Transactions
Computer Software Application
Principles of Marketing
Macroeconomics
Quantitative Methods & Statistics
Information Systems Management
Human Resources Management
Communicative English
Basic Writing & Study Skills
Bahasa Kebangsaan A / Time Management
The Morality of Ethics
Pengajian Malaysia 2 / BM Komunikasi I
Co-curriculum

YEAR 2

Maintaining Financial Records I
Organisational Behaviour
Business Ethics
Business Law
Consumer Behaviour
English for Business Management
Customer Services
Spoken English I
Spoken English II
Industrial Training / Elective

YEAR 3

Business Strategy
Business Communication
Production & Operations Management
Managing Finance I
Business Research

ELECTIVES

Computers & Computing
Fundamentals of Logistics Management
Human Communication
Elements of Multimedia

*Subject to changes