



CITY UNIVERSITY MALAYSIA

Est. 1984

JOHOR BAHRU CAMPUS

DU049(B)

DIPLOMA IN BUSINESS

(R/0414/4/0279) (MQA/FA11674) 04/2029

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 businesses. 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.



DURATION OF STUDY

Duration of Study:

| Full time 3 years

| Part time 5 years

CAREER PROSPECTS

- Assistant Accountant
- Assistance Bank Manager

- Finance Executive
- Bookkeeper

- Payroll Clerk



CITY UNIVERSITY JOHOR BAHRU CAMPUS

G-01, Ground Floor, Menara Selia, Persiaran Southkey 1, Kota Southkey, 80150, Johor Bahru, Johor

☎ 07-213 3633

✉ enquiry.jb@city.edu.my

🌐 www.cityujb.edu.my

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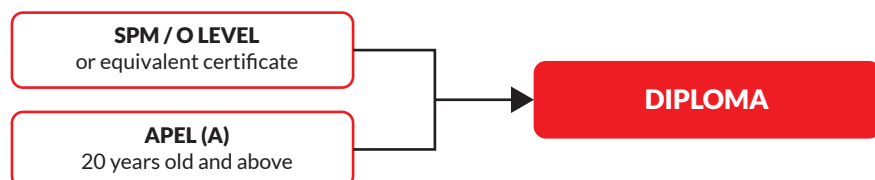
ENTRY REQUIREMENTS

- Possesses SPM with at least credit in THREE subjects; OR
- Possesses SKM Level 3 in the related field; OR
- A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00; OR
- A pass in STPM with at least Grade C (GP 2.0) in any subject; OR
- A pass in STAM with at least Grade Maqbul; OR
- Other equivalent qualifications recognised by the Malaysian Government.

ENGLISH COMPETENCY REQUIREMENT (INTERNATIONAL STUDENT)

- Achieve a minimum Band 3 in MUET OR equivalent to CEFR (High B1)**

PATHWAYS



SUBJECTS OFFERED

YEAR 1

- Pengajian Malaysia 2 /
- Bahasa Melayu Komunikasi 1*
- Fundamental of Accounting
- Computer Software Applications
- Principles of Economics
- Professional Communication / Bahasa Kebangsaan A
- Principles of Management
- Principles of Finance
- Business Mathematics
- Introduction To Business
- Academic English
- AI Driven Creative Thinking
- Leadership
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa
- Kembara Club (Co-Curriculum)
- Principles of Marketing

YEAR 2

- E-Commerce Design and Development
- Organizational Behaviour
- Public Relations
- Business Statistics
- Introduction to International Business
- Consumer Behaviour
- Commercial Law
- Oral in Business Communication
- Basic Entrepreneurship
- Human Resource Management

YEAR 3

- Industrial Training
- Small Business Management
- Ethics in Business
- Strategic Management
- Consumer Marketing
- Operation Management



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