

BUSINESS

BUILD YOUR OWN DREAMS

K|D|U
COLLEGE

ABOUT KDU

As a pioneer in private tertiary education in the region, KDU College sets itself apart by focusing on delivering quality programmes partnering with top universities around the world. With more than 48,000 alumni, KDU has built a strong presence in the region and continues to inspire its students to greater heights.

VISION - The premier learning organisation that sparks curiosity, inspires success and promotes responsibility.



OUR PROMISE

“The secret to be successful in business is a strong foundation. To complement this we offer the best ranked UK Business degree programme in Northern Malaysia which sets our students apart from other normal business graduates.”

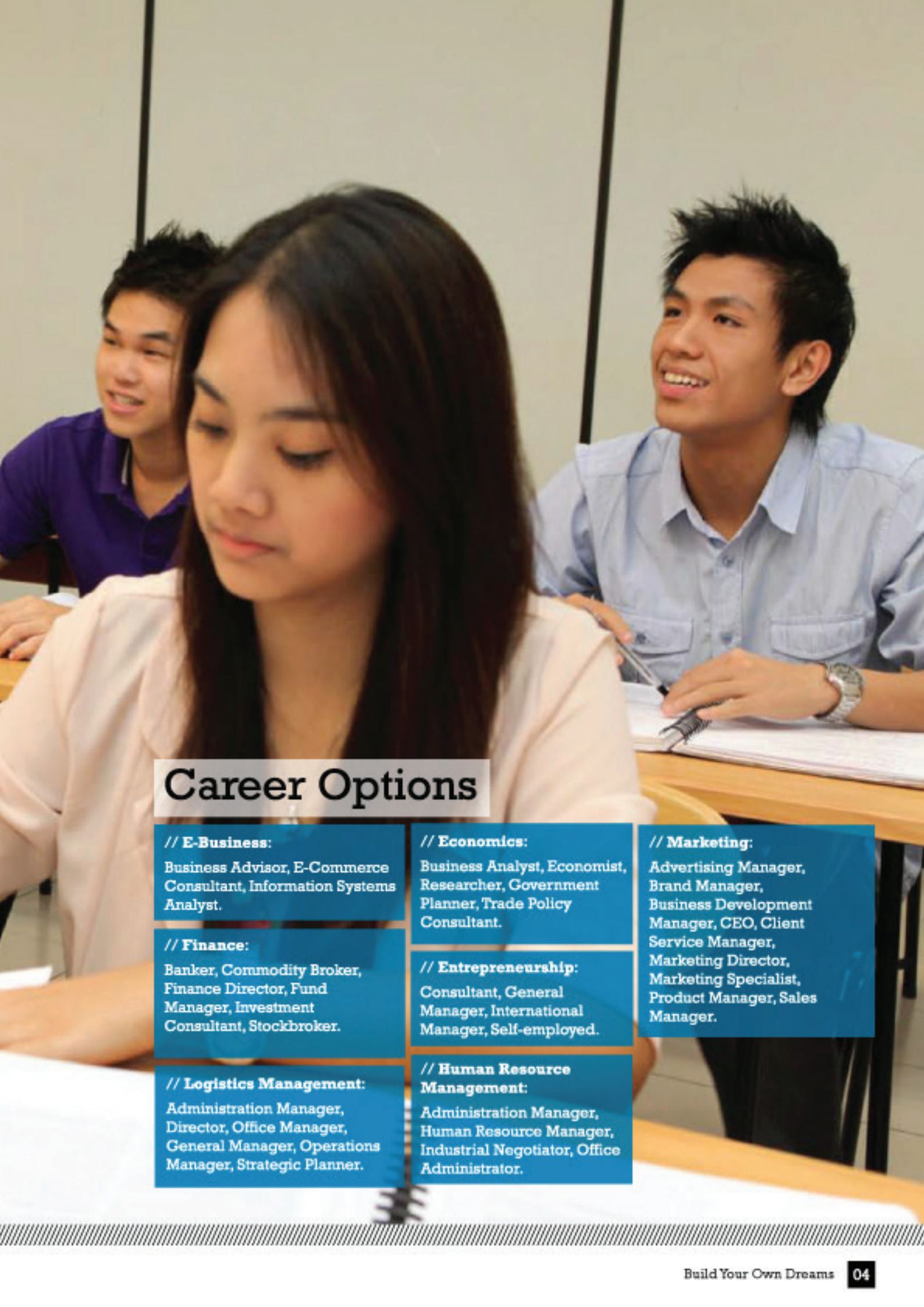
Mr Prakash Lachmanan
Academic Department Head
Business Department



The challenging world of business is more demanding now than ever. Managing changes, crisis, risks and human resource demands creativity and speed in getting solutions to problems. A good foundation in the fundamentals of management is crucial. Entrepreneurial skills are no longer an option but a requisite. Choosing a relevant business degree with all the requirements is essential. At KDU, our business degrees provide you with no less than what you require to succeed in the world of international business.



BUSINESS



Career Options

// E-Business:

Business Advisor, E-Commerce Consultant, Information Systems Analyst.

// Finance:

Banker, Commodity Broker, Finance Director, Fund Manager, Investment Consultant, Stockbroker.

// Logistics Management:

Administration Manager, Director, Office Manager, General Manager, Operations Manager, Strategic Planner.

// Economics:

Business Analyst, Economist, Researcher, Government Planner, Trade Policy Consultant.

// Entrepreneurship:

Consultant, General Manager, International Manager, Self-employed.

// Human Resource Management:

Administration Manager, Human Resource Manager, Industrial Negotiator, Office Administrator.

// Marketing:

Advertising Manager, Brand Manager, Business Development Manager, CEO, Client Service Manager, Marketing Director, Marketing Specialist, Product Manager, Sales Manager.

STUDY ROUTE



KDU believes that people should learn more from people and not just from books. Here at KDU, lessons are learned but people are celebrated for the inspiration they bring to each other.



Lâm Chia Mei

Graduate of 2011

Currently studying in Keele, UK

As a student in the Diploma in Business programme, my experience with KDU was wonderful. Lecture delivery, tutorials and the level of support provided by lecturers were highly commendable. Classes were conducted in medium-sized groups and therefore, the lecturers gave us lots of personal attention and are approachable. This is indeed a very good point especially for students needing assistance with work. Having experienced first-hand the kind of quality that KDU College could offer me, I chose to continue my Bachelor of Arts in Business Management and Finance with KDU College in collaboration with Keele University of United Kingdom. I must thank the lecturers of KDU College for their encouragement and support. Without them, I would not have obtained a distinction for my Diploma, nor would I have attained a First Class Honours in my Bachelor's Degree.



Natalie May Stewart

Graduate of 2011

HR Exec, Agilent Technologies

In the business world, change is constant. KDU offers courses that are no doubt relevant to today's employment needs. Personally, the experienced lecturers are not there just to expose us on the theoretical foundation, but their constant support has moulded me into someone I wanted to be as a graduate. Looking back, KDU has definitely driven my dream to success.



Neoh Shyan Seong

Graduate of 2011

Intraday Trader,
A.A. Anthony Securities Sdn Bhd

I choose KDU's business programme because I wanted to have a UK Degree and it is the only college which provides a Business Management and Finance double major degree in Penang. Besides that, KEELE University is one of the most famous universities in UK and it provides high standard study materials.

DIPLOMA in Business

JPT/011(A0002)02/19

Business plays an integral role in our everyday life, be it from a simple shopping transaction to discussing deals that affects the future of two organisations. Our comprehensive diploma will ensure that you receive a solid knowledge-based foundation, as well as forge and sharpen a keen business mind.

Year 1

- Academic English for Business 1
- Introduction to Business
- Microeconomics
- Business Mathematics
- Introduction to Accounting
- Academic English for Business 2
- Principles of Management
- Introduction to Information Technology
- Principles of Marketing
- Organizational Behaviour
- Personal Development & Leadership

Year 2

- Introduction to Business Communication
- Macroeconomics
- Business Statistics
- Business Law
- Management of Human Resource
- E-commerce
- Entrepreneurship
- Introduction to Finance & Banking

MPU Subjects

Local

- Pengajian Malaysia II
- Oral Communication II/ Bahasa Kebangsaan A
- Ethics and Moral II
- Holistic Personal Development

Foreign

- Bahasa Melayu Komunikasi I
- Oral Communication II
- Ethics and Moral II
- Holistic Personal Development

Electives Subjects (Choose any 4 below)

Accounting Electives

- Financial Accounting
- Management Accounting
- Company Law

Management Electives

- Business Ethics
- Service Marketing
- International Business
- Operations Management

Why choose the KDU Diploma in Business?

- **Wide coverage syllabus.** Outstanding academic coverage with core subjects in all areas of business such as Accounting, Management, Finance, Banking, Human Resource, Marketing, E-Commerce, Economics and much more.
- **Business study trips!** Learn better with experiential knowledge enhancement trips to diverse business enterprises.
- **Experience our Business Lounge and Boardroom learning facilities.** The only Business School in the Northern Region with distinct business studies learning facilities.
- The diploma is a guaranteed pathway to business degree programmes at KDU and major universities around the world with a direct Year 2 entry.

Duration : 2 years

Offered at : KDU PENANG

Many challenges the world face today demand an interdisciplinary approach. This dual degree, which gives you the option to combine business management with either finance, human resource management or marketing, will ensure you will have an all-round education. With a curriculum that incorporates unmatched business knowledge, as well as hands-on experience and connections with industry leaders, you will acquire critical-thinking abilities and business skills that will ensure your employability in a competitive employment environment.

// Year 1

- Management in Context
- Accounting Principles
- Markets & Hierarchies
- Business Law
- Quantitative Methods *
- Financial & Management Accounting *
- Globalisation
- Introduction to HRM **
- Marketing Principles **
- Economics of Financial Markets

// Year 2

- Organizational Behaviour
- Social Theory At Work
- Operations & Quality Management
- Corporate Social Responsibility

// Year 3

- Business Strategy
- Comparative Business Cultures
- Contemporary Issues in Management
- International Business Strategies

MPU Subjects

Local

- Hubungan Etnik
- TITAS
- Bahasa Kebangsaan A / IELTS Preparatory Class
- Ethics & Moral III
- Holistic Professional Development

Foreign

- Bahasa Melayu Komunikasi II
- Pengajian Malaysia III
- IELTS Preparatory Class
- Ethics and Moral III
- Holistic Professional Development

MAJORS available

// Human Resource Management

- Understanding the Consumer
- Workforce Planning
- Pay and Performance
- Managing Human Resources
- Strategic Marketing Management
- Employee Development
- Strategic HRM
- Global Labour Regulation

// Marketing

- Understanding the Consumer
- Services Marketing
- Marketing in Society
- Marketing Communications
- Strategic Marketing Management
- Contemporary Retail Environments
- Marketing and Globalisation
- Strategic HRM

// Finance

- Asset Pricing
- Introduction to Econometrics
- Portfolio Choice
- Banking
- Corporate Finance
- Options and Futures
- International Finance
- Applied Financial Analysis

*Finance major only

**Human Resource Management and Marketing majors only

Duration : 3 years

Offered at : KDU PENANG

Some things you should know about Keele University

- **The best ranked UK Business program in Northern Malaysia.** Our Keele Business program ranks 29 out of 122 UK universities and is the 4th highest in terms of employability. It is also the first UK University to offer a Dual major Degree.

FACILITIES

// Business Lounge

// Carême

- Pastry & Bakery Kitchen

// Cafeteria

// Computer labs and iMac labs

// Escoffier

- Garde Manger & Butchery Kitchen

// Fully-equipped science labs

// Games Design Lab

// Gymnasium

// Library

- Electronic book databases
- Electronic journal databases
- Specialized electronic databases

// KDU-Holiday Inn Hospitality Training Suite

// Pastry Kitchens

- Fully-equipped hotel specification kitchen
- State-of-the-art equipment

// Service Restaurants

- Bon Appétit - Fine Dining

// Spin Doctor Lab

// Surau

// Wi-Fi enabled campus





BUSINESS • Cert. in Financial Planning (CFP) • Dip. in Business • Keele University
3+0 B. Arts (Hons) Business Management (Double Major)

MASS COMMUNICATION • Dip. in Mass Communication • Northumbria
University 3+0 BSc. (Hons) Communication and Public Relations

COMPUTING • Cert. in Information Technology • Dip. in Computer Studies • Dip. in
Games Technology • Northumbria University 3+0 BSc. (Hons) in Computing Studies
• University of London 3+0 Bac. (Hons) in Creative Computing

DESIGN • Diploma in Creative Media Design • Diploma in Interior Design

ENGINEERING • Dip. in Electrical & Electronic Engineering (Microelectronics)
• Dip. in Electrical & Electronic Engineering (Mechatronics) • Northumbria
University 3+0 BEng. (Hons) in Electrical & Electronic Engineering

HOSPITALITY, TOURISM & CULINARY ARTS • Dip. in Hotel Management • IMI
University Centre Dip. in International Hotel & Tourism Management • IMI
University Centre Dip. in Professional Chef Training • IMI University Centre 3+0 B.A.
in International Hotel & Tourism Management

LANGUAGE • Intensive English Language • IELTS Preparatory Course • CIDTT •
Intensive English Language Enhancement Programme (IELEP) • Holiday English
Language Course (HELIC) • Corporate Training Programmes • Better English for
Better Business Opportunity Training Programmes • Creative Tips and Tricks in
Teaching English Workshops

PRE-UNIVERSITY • OCE A-Level



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By Paramount Education

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Other members include:

