

EXECUTIVE DIPLOMA

IN BUSINESS ADMINISTRATION

Flexible & Personalised Learning

- Online/blended learning approach: Independent + Supported Learning
 - Independent Learning – Access online materials anytime anywhere
- Supported Learning – monthly scheduled workshops and web conferences
 - Learn at your own pace

Flexible Payment

- EPF withdrawal/claim
- Individual income tax relief for education
- CIMB Bank 0% interest installment plan
- Pay based on courses enrolled

EXECUTIVE DIPLOMA IN BUSINESS ADMINISTRATION

This programme is designed to provide you with the competitive edge you need to establish your career path. Learn through a motivating environment, based on student-centred learning to acquire further knowledge, skills, techniques and ethics to excel in your career. We aim to increase and enrich your knowledge across a broad range of business disciplines and develop skills relating to business operations in areas such as management, administration, accounting, human resource management, marketing and entrepreneurship.

Adult learners study mostly online and attend intensive revisions at their nearest authorised SEGi location once a month via our Blended Learning Approach that is customised to your needs. Study at your own pace and from anywhere, anytime, maintaining your work-life balance. Obtain a full SEGi University qualification similar to those who study full time. You will also get to meet and network with your peers to share experience and establish contacts.

CAREER OPPORTUNITIES

An Executive Diploma in Business Administration will arm you with the basic knowledge and theories that apply to the business organisation. Learn the way organisations operate - from a micro and macro perspective, analysis based on objectives and goals, changing trends in business strategies, applying critical decision-making and improving the future organisation profitability and sustainability. The Executive Diploma in Business Administration will prepare you to be efficient in a diversified team as a leader or supervisor, demonstrating awareness and understanding of management, economics, accounting and entrepreneurship.

ENTRY REQUIREMENTS

- A pass in SPM, with at least 3 credits in any subject or any equivalent qualification; OR
- A pass in STPM, with a minimum of Grade C (GP 2.0) in any subject or any equivalent qualification; OR
- A pass in STAM with a minimum grade of Maqbul; OR
- A pass in SKM Level 3 in a related field, and a pass in SPM with a minimum of 1 credit in any subject; OR
- Any qualifications equivalent to Certificate (Level 3, MQF); OR
- UEC (with 3 Credits)

AND

- 3 years of working experience and
- Working adults at a minimum age of 21

AWARDING INSTITUTION

SEGi University

DURATION

2 - 4 years

PROGRAMME MODULES

Year 1

- Academic English
- Microeconomics
- Principles of Management
- Human Resource Management
- Introduction to Finance
- Financial Accounting 1
- Macroeconomics
- Principles of Marketing
- Business and Company Law

Year 2

- Cost Accounting
- Management Information System
- Marketing Management
- Business Research
- E-Commerce
- Entrepreneurship
- Consumer Behaviour
- Operation Management
- Organisation Behaviour
- Quantitative and Statistical Methods
- Global and Applied Economics
- Innovative & Creative Skills in Business

MPU

- MPU 1 (Islamic Studies for Muslim students or Moral Studies for non-Muslim students)
- MPU 2 (Bahasa Kebangsaan A for those without credit in SPM BM or Presentation Skills)
- MPU 3 (Malaysian Studies for local students or BM Komunikasi 1 for international students)
- MPU 4 (Co-curriculum Management)

R/340/4/0385 KD CAMPUS



SEGi
University
Online



SEGi University Kota Damansara (100589-U)

No. 9, Jalan Teknologi, Taman Sains Selangor, Kota Damansara,
PJU 5, 47810 Petaling Jaya, Selangor Darul Ehsan.

☎ 603 6145 1777 📞 011 1210 6389