



# **BUSINESS & MANAGEMENT**

Diploma in Business Studies • BSc (Hons) Business & Management

# TOP-NOTCH CAMPUS FACILITIES



## ONLINE COMPUTER ROOMS

As technology continues to expand, the College offers well-equipped networked computer laboratories on the IT floor for all its IT related subjects.

The smaller labs accommodate 20 terminals at minimum while larger labs accommodate up to 42 terminals.



SENTRAL Tower



## OPEN-LAB

The College aims to provide a service that fully supports its students in their studies.

The Open Lab at Level 11 is freely accessible to students to conduct their research, write assignments and discuss and complete projects.



## INTERACTIVE ROOM

The 30 seats Interactive Room provides an excellent setting for business meetings, conferences, group discussion, presentations and corporate retreats. It is equipped with LCD projector, sound system, WiFi, networking capability, whiteboard and conference-style sitting arrangement.



## SENTRAL FITNESS CENTRE

The College is committed to produce wholesome graduates who excel academically as well as be fit physically. The gymnasium at Level 8 gives the students an opportunity to make healthy lifestyle choices for achieving their maximum potential.

## WORKING IN PARTNERSHIP WITH

JABIL

PLEXUS

*The Product Realization Company*

VITROX



## THEATRE ROOM

The Theatre Room 1 at Level 9 seats 38 in comfort while Theatre Room 2 at Level 11 has 30 seats. Each Theater Room is equipped with LCD projector, motorize screen, sound system, dimmer switch and power outlet at every seat.



# BUSINESS & MANAGEMENT

The Business Management program allows students to develop a broad understanding of business organization particularly on markets, customers, finance, business operations, communication and strategies. The programme prepares students for a career in the business domain which stretches across industries. The career options are thus varied and limitless.

SENTRAL College Penang is committed to develop global business and management professionals by offering modules that are parallel with the business community and industry.



University of  
**Salford**  
MANCHESTER

University of Salford  
*United Kingdom*

The University of Salford, Manchester has over 100 years of history and experience from its humble beginning in the 19th Century during the great Industrial Revolution.

The University College Salford and the University of Salford finally merged into a single institution in 1996 – exactly 100 years after the formation of the original Royal Technical Institute.

Today the University has a successful global presence and a turnover of £189m. With the total of 7 schools, 20,000 students and 2,500 staff the University serves the needs of industry, commerce and education.



# DIPLOMA IN BUSINESS STUDIES

Awarded by  
**SENTRAL COLLEGE PENANG**

JPT/BPP(A6499)02/21

The Diploma in Business Studies (DBS) equips you with all the necessary competencies to prepare you for a career and further education in the world of business and management.

The programme is specifically designed to give you a good grounding on four main domains which includes Business Management, Marketing, Accounting & Finance, as well as Information Technology. It also incorporates three contemporary modules namely, Project Management, Small Business Management and Supply Chain Management.

The DBS programme enables the development of key business skills such as interpersonal communication, leadership qualities, self organization, numerical understanding, information management and critical thinking. These modules offer the opportunity to study the behavior and functions of both traditional and contemporary business organizations from various perspectives. The DBS programme is also benchmarked against international standards in order to ensure that its academic rigor is on par with that of international business schools and universities.

The DBS programme utilizes blended teaching – learning strategies incorporating practical assessments. Given the interactive nature of the programme, students would be able to transform theory into practice by making applications to real life situations.

## PROGRAMME STRUCTURE

- Computer Applications
- Business Communication
- Business Mathematics
- Introduction to Business
- Academic English
- Elementary English
- Microeconomics
- Fundamentals of Accounting
- Macroeconomics
- Principles of Management
- Fundamentals of Finance
- Principles of Marketing
- Consumer Behaviour
- Business Law
- Management Information System
- Introduction to Human Resource Management
- Business Statistics
- Management Accounting
- Organizational Behaviour
- Business Ethics
- Entrepreneurship
- Project Management
- Company Law
- E-Commerce
- Financial Accounting
- Supply Chain Management
- Research Project

## INTAKES

- January
- April
- June
- September
- November

## DURATION

- 2 Years 4 Months

## ENTRY REQUIREMENTS

- Passed SPM/SPMV/O-Level with a minimum of 3 credits; or
- Passed UEC with at least a grade B in 3 subjects; or
- Sijil Kemahiran Malaysia (Level 3) or its equivalent; or
- MOE/MQA Recognized Certificate in a related field, or other equivalent qualifications.

## MPU SUBJECTS

- Bahasa Kebangsaan A / Etika Professional
- Pengajian Malaysia 2 (local students) / Bahasa Komunikasi 1 (foreign students)
- Fundamental of Life Long Learning
- Community Service

## STUDY PATHWAY/ CAREER OPPORTUNITIES

Diploma in Business Studies graduates are imbued with knowledge and skills to work or continue with their higher studies.

They are able to gain advanced entry into the second year of a 3+0 degree programme currently offered at SENTRAL or any other relevant degree programme in Malaysian, Australian or UK universities. Employment opportunities are abundant in the government or private organizations in the following fields or functions:

- Management/ Administration
- Marketing/ Business Development
- Logistics & Supply Chain Management
- Material Planning/ Operations
- Purchasing/ Buyers
- Human Resources
- Banking/ Finance
- Education
- Public Sector
- Hospital (Administration and Management)
- Tourism and Hotel Section

# BSc (HONS) BUSINESS & MANAGEMENT



University of  
**Salford**  
MANCHESTER

Awarded by  
**UNIVERSITY OF SALFORD, UK**

JPT/BPP(FA7563)01/21

This programme will provide you with the necessary skills to compete in today's competitive global markets. You will gain a wide and varied business education, preparing you for opportunities across a range of managerial careers.

The programme includes a 4-month internship in the final year which will give you the opportunity to apply the skills, knowledge and understanding you have gained throughout the programme.

## PROGRAMME STRUCTURE

### YEAR 1

- Hubungan Etnik
- Academic English
- Principles of Economics
- Principles of Marketing
- Digital & Business Skills
- TITAS
- Data Analysis for Business
- Principles of Accounting
- Principles of HRM
- Management of Business Operations

### YEAR 2

- Critical Thinking
- Intercultural Management
- Legal Aspects of Business
- Financial & Management Information Systems
- Professional Development
- Environmental Management
- Elective 1
- International Logistics & Distribution Management
- Digital Workplace
- Business Research Analysis & Methods

### YEAR 3

- Socio-Economic Engagement
- Business Entrepreneurial Simulation Project
- Strategic Management
- Business Ethics & Sustainability
- Elective 2
- Technology Innovation
- International Business
- Services Sector Entrepreneurship
- Global Purchasing & Supply Chain Management
- Elective 3
- Industrial Training

### ELECTIVE SUBJECT CLUSTER

#### Marketing

- Psychology of Marketing
- Strategic Brand Management
- Integrated Marketing Communication

#### Enterprise System

- Enterprise Resource Planning
- Business Intelligence
- Strategic IS Management

#### Human Resource

- Training & Development
- Safety & Health Administration
- Employment & Industrial Relation

#### Finance

- Computerized Accounting
- Financial Markets and Institutions
- Financial Statement Analysis

### ENTRY REQUIREMENTS

Any one of the following:

- 2 Cs (CGPA 2.00) in STPM AND pass in Mathematics and credit in English in SPM; or
- 2 A-level full passes (CGPA 2.00); or
- 5 Bs in UEC; or
- Diploma (Level 4 KKM, CGPA 2.00); or
- Matriculation / Foundation (CGPA 2.00); or
- Other equivalent qualification recognized by the Malaysian Government

### INTAKES

- January
- June
- September

### CAREER OPPORTUNITIES

Graduates are well-prepared with theoretical as well as practical knowledge and skills to take up a host of graduate entry jobs in the following fields or functions:

- Management / Administration
- Marketing / Business Development
- Material Planning / Operations
- Purchasing / Buyers
- Banking / Finance
- Human Resources

## SENTRAL Scholarships

The scholarships awarded purely on academic merits. The students put in a form with the supporting documents to attest to their academic achievements. These scholarships are applicable for selected SENTRAL College Penang programmes.

### Diploma Programmes:

SPM	Entitlement
<b>9A's / Above</b>	100% Tuition Fee Waiver
<b>8A's</b>	50% Tuition Fee Waiver
<b>7A's</b>	40% Tuition Fee Waiver
<b>6A's</b>	30% Tuition Fee Waiver
<b>5A's</b>	15% Tuition Fee Waiver
<b>4A's</b>	15% Tuition Fee Waiver

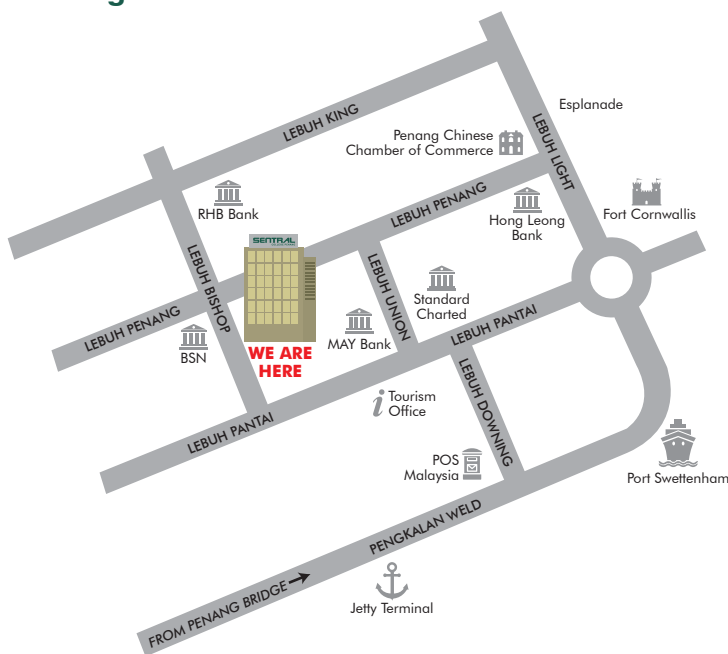
*\*Terms and conditions apply/ Subject to change without prior notice*

### Degree Programmes:

Diploma/ STPM	A-Levels/ UEC	Entitlement
<b>CGPA <math>\geq</math> 3.50</b>	<b>2A's</b>	30% Tuition Fee Waiver
<b>CGPA <math>\geq</math> 3.00</b>	<b>1A</b>	20% Tuition Fee Waiver

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## College Location



### Recognition of Distinction:



### Member of Study Penang:



### A College Certified by:



# SENTRAL

## COLLEGE PENANG

**SENTRAL COLLEGE PENANG** DK197(P)  
Menara SENTRAL, 3 Penang Street,  
10200 Penang.

☎ 604 262 1888    ☎ 604 263 6368  
☎ 0111 0937 968

🌐 [sentral.edu.my](http://sentral.edu.my)  
📍 SENTRAL College Penang

### Opening Hours

**Monday - Friday:**  
9:00 a.m. - 7:00 p.m.  
**Saturday:**  
9:00 a.m. - 5:00 p.m.  
**Sunday :**  
10:00 a.m. - 4:00 p.m.

*\*Closed on Public Holidays*