



BUSINESS & MANAGEMENT

Diploma in Business Studies
BSc (Hons) Business Management

BUSINESS & MANAGEMENT



The Business & Management programme allows students to develop a broad understanding of business organisation 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.



**TRANSFORM BUSINESS
THEORIES INTO
PRACTICE.**

OUR AFFILIATES



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 – precisely 100 years after the formation of the original Royal Technical Institute. Today the University has a thriving global presence and a turnover of £189m. With a total of 7 schools, 20,000 students and 2,500 staff the University serves the needs of industry, commerce and education.



TOP-NOTCH CAMPUS FACILITIES



VIBRANT STUDENT LIFE



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.



The Library

The Library offers a wide selection of resources and learning materials for all students and staff for reference and borrowing. Located at Level 11, it provides a conducive ambience for learning. The private discussion room within the Library offers a place for students to discuss, plan and write their assignments.



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.



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.

WORKING IN PARTNERSHIP WITH

JABIL

PLEXUS

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.

TOP-NOTCH CAMPUS FACILITIES



Auditorium



Counseling Area



Multipurpose Hall



Shuttle Service



Multi-storey Car Park



Recreational Area



Recreational Area



Students' Hostel



Students' Hostel



Students' Hostel

PROGRAMME STRUCTURE

DIPLOMA IN BUSINESS STUDIES

Awarded by
SENTRAL COLLEGE PENANG

JPT/BPP(K)1000- 600/P712 Jld.5(4) (A 6499) 2/26

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, Research Project 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 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
- Principles of 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
- August
- October

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) in related field or its equivalent; or
- MOE/MQA Recognized Certificate in a related field, or other equivalent qualifications.

MPU SUBJECTS

- Bahasa Kebangsaan A / Etika Professional
- Falsafah & Isu Semasa (local students) / Bahasa Komunikasi 1 (foreign students)
- Fundamentals 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 / Digital Marketing
- Logistics & Supply Chain Management
- Material Planning/ Operations
- Purchasing/ Buyers
- Human Resources
- Banking/ Finance
- Education
- Public Sector
- Hospital (Administration and Management)
- Tourism and Hotel Section

PROGRAMME STRUCTURE

BSc (HONS) BUSINESS MANAGEMENT



University of
Salford
MANCHESTER

Awarded by
UNIVERSITY OF SALFORD

JPT/BPP(K)1000- 600/P712 Jld.5(5) (FA 7563) 1/28

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.

YEAR 1

- Penghayatan Etika & Peradaban
- Academic English
- The Future of Business
- Creative Problem Solving and Decision Making
- Digital & Business Skills
- Falsafah & Isu Semasa
- Data Analysis for Business
- Business Finance in Practice
- Principles of HRM
- Understanding Organizations

YEAR 2

- Youth Development
- Intercultural Management
- Project Management
- Marketing to Consumers in Digital Age
- Professional Development
- Environmental Management
- Elective 1
- Operations Management
- Live Business Project
- Analysis for Management Decision Making

YEAR 3

- Socio-Economic Engagement
- Business Entrepreneurial Simulation Project
- Strategic Management
- Business Ethics & Sustainability
- Elective 2
- Innovation & Entrepreneurship
- International Business
- Leadership & Management in Business
- Supply Chain Management & Digital Transformation
- 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

- Accounting Information Systems
- 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
- August

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
- Digital Marketing
- Purchasing / Buyers
- Banking / Finance
- Human Resources
- Supply Chain / Logistics

SENTRAL'S MERIT SCHOLARSHIP

The scholarship awarded is based on academic merits. The students submit the scholarship form with supporting documents to confirm their academic achievements. This scholarship is applicable to selected programmes at SENTRAL College Penang.

Diploma Programmes:

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

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

Degree Programmes:

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

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

Recognition of Distinction:



Member of StudyPENANG:



A College Certified by:



Contact Us

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10200 Penang.

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🌐 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

College Location

