



Leader In Industry-Led TVET Institution By 2025



To Empower TVET in Developing Holistic, Entrepreneurial and Innovative Graduates to Fulfill the Needs of Industry



Peneraju TVET Dipacu Industri Menjelang 2025



Memperkasa TVET dalam Melahirkan Graduan Holistik Berciri Keusahawanan Dan bagi Inovatif Memenuhi Kehendak Industri

#### **DIPLOMA IN BUSINESS STUDIES** (DPM)

### **JOB PROSPECT**

**Graduates of the Diploma Business Studies programme are** able to work as Executives / Officers / Supervisors / Assistants in the following area:

- a) administration/ management
- b) sales/marketing
- c) entrepreneur
- d) banking and finance
- e) human resource and operation

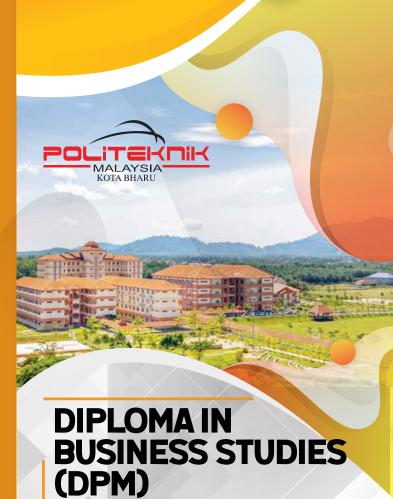


#### **POLITEKNIK KOTA BHARU**

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# INTRODUCTION

Politeknik Kota Bharu (PKB) is a higher institution of learning under the administration of the Ministry of Education Malaysia. It is a public entity which consists of six academic departments namely the Civil Engineering Department, Electrical Engineering Department, Mechanical Engineering Department, Commerce Department, Mathematics, Science and Computer Department and the General Studies Department. These departments are assisted by a number of supporting units in the effort to train and develop the skills and abilities of our nation's future workforce.

PKB is committed to train and produce capable graduates to fulfill the needs for skilled workers in the nation's primary, secondary and tertiary industries in the effort to reduce dependence on foreign labours.

PKB is also a learning hub in commerce and renowned for its entrepreneurship programmes and achievements.

# **DIPLOMA IN BUSINESS STUDIES (DPM)**

The Diploma in Business Studies aims to increase and enrich students' knowledge across a broad range of business disciplines and help preparing students for the challenges of a career in contemporary business. This programme, dynamically enables students to develop their skills in a wide range of area such as management, sales, operations, human resource management, accounting, finance, marketing, insurance, banking and also entrepreneurship. Due to the flexible nature of frameworks the courses enable to select pathways appropriates to their interest, either to enter job the market or to pursue their studies in various business programmes.

## **PROGRAMME AIM:**

This programme believes that every individual has the potential to be adaptable and responsible business practitioners in supporting national agenda to spur the development of industrial activities towards enhancing Malaysia's economic growths and thus becoming a developed nation.



The Diploma in Business Studies programme shall produce semi-professionals who are:

Business practitioners who apply knowledge, PFO 1 understanding and managerial skills in providing solutions for business issues and challenges

Business practitioners who are agile in the PFN 2 execution of and able to manipulate digital applications and data to perform business tasks

Business practitioners who communicate effectively in executing the roles of a leader as to PFO 3 provide high quality of services to the business operations

Business practitioners who proactively acquire new knowledge and skills for career advancement **PFO 4** and comply with organisational and professional ethics in work and social environment



able to:

Apply principles of business and other related PI 0 1 areas in managing business operations.

Analyse issues and solutions in conducting PI 0 2 business operations.

Demonstrate business technical skills in PLO 3 business activities.

Demonstrate effective communication and PLO 4 interpersonal skills in a team.

Use digital application and interpret data in PLO 5 managing business operations.

Demonstrate social skills and responsibilities by PI 0 6 taking alternate roles as a leader or member of a diverse team.

Demonstrate personal and entrepreneurial skills PI 0.7 in managing business operating activities

Integrate professionalism, positive attitudes and PLO 8 values in engaging with society and stakeholders