

VISION

Leader In Industry-Led TVET Institution By 2025

MISSION

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

VISI

Peneraju TVET Dipacu Industri Menjelang 2025

MISI

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

DIPLOMA IN BUSINESS STUDIES (DPM)

JOB PROSPECT

Graduates of the Diploma in 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

KM 24, KOK LANAS, 16450 KETEREH, KELANTAN

 <http://www.pkb.edu.my>

 09-788 9126  09-788 9739

DIPLOMA IN BUSINESS STUDIES (DPM)

Department Of Commerce

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 appropriate 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.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO) :

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

PEO 1	Business practitioners who apply knowledge, understanding and managerial skills in providing solutions for business issues and challenges
PEO 2	Business practitioners who are agile in the execution of and able to manipulate digital applications and data to perform business tasks
PEO 3	Business practitioners who communicate effectively in executing the roles of a leader as to provide high quality of services to the business operations
PEO 4	Business practitioners who proactively acquire new knowledge and skills for career advancement and comply with organisational and professional ethics in work and social environment

PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, students should be able to:

- PL01 Apply principles of business and other related areas in managing business operations.
- PL02 Analyse issues and solutions in conducting business operations.
- PL03 Demonstrate business technical skills in business activities.
- PL04 Demonstrate effective communication and interpersonal skills in a team.
- PL05 Use digital application and interpret data in managing business operations.
- PL06 Demonstrate social skills and responsibilities by taking alternate roles as a leader or member of a diverse team.
- PL07 Demonstrate personal and entrepreneurial skills in managing business operating activities
- PL08 Integrate professionalism, positive attitudes and values in engaging with society and stakeholders

