

# BUSINESS



**PENANG**  
INTERNATIONAL  
Dental College

DK193(P)

[www.pidc.edu.my](http://www.pidc.edu.my)

## Overview

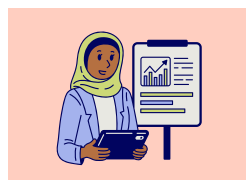
Penang International Dental College's Diploma in Business Studies is a wonderfully versatile 2.5 year programme for students who have completed their SPM or its equivalent, and want to equip themselves with a solid business education that can take them anywhere in the business world and beyond, where they will end up managing business entities and more.

Business Studies students will study a wide range of business-related subjects such as accounting, business principles and procedures, human resource administration, finance, economics, marketing and law, among others. Students will immerse themselves in the planning, resource allocation and management, decision-making, project management and other interesting areas.

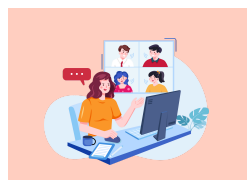
The objective of the Diploma in Business Studies is to teach students to efficiently and effectively manage the scarce resources with a business is endowed, to effectuate organisational procedures and policies, and to do all this with the ultimate objective of maximising profit while minimising costs.

At the end of the programme, students will be competent business executives, ready to enter the workforce and thrive.

# WHY STUDY DIPLOMA AT PIDC?



Experience & Industry Competent



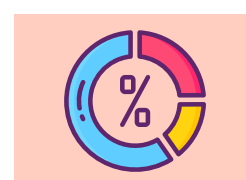
Soft-skills Training



2.5 Years Programme to Degree

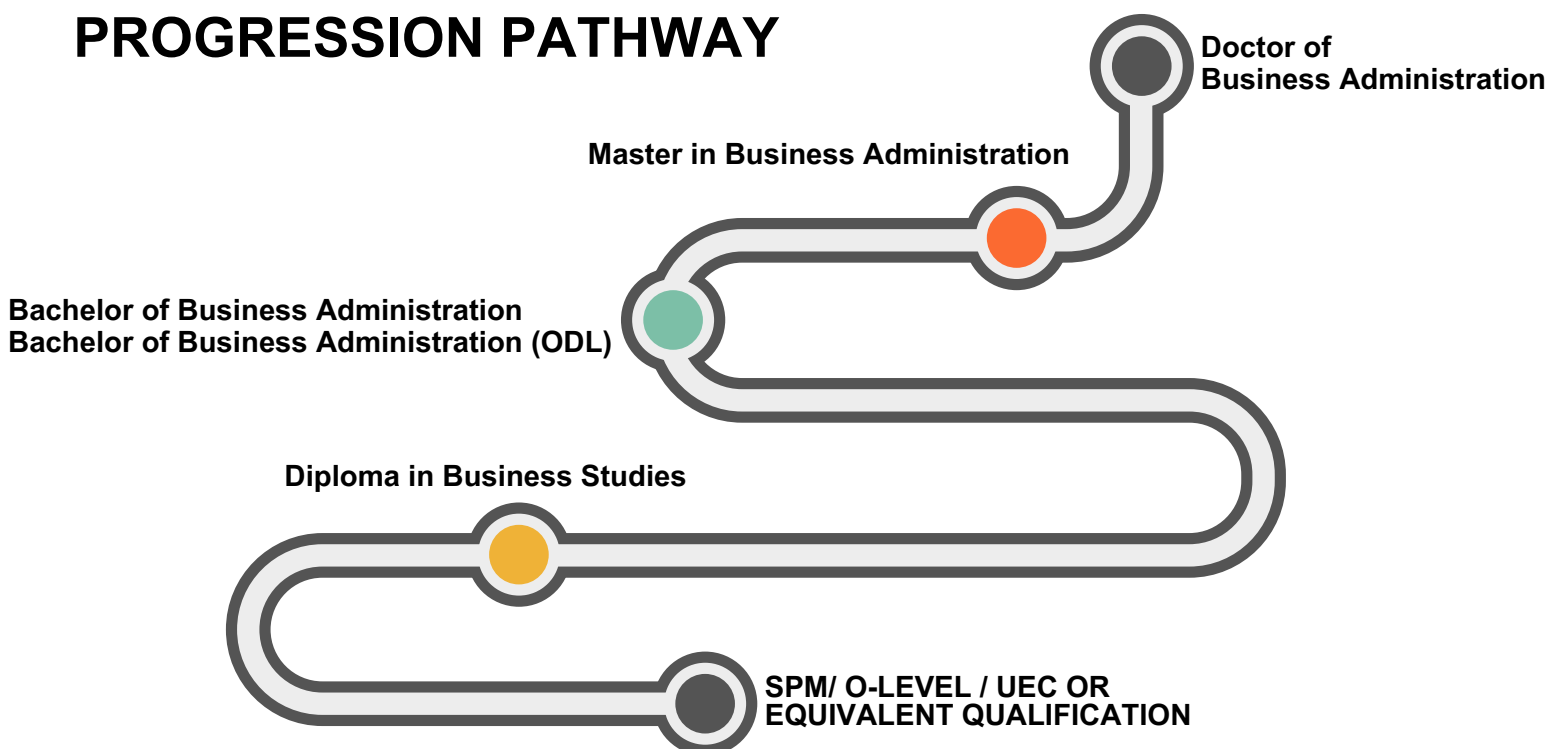


Fully- equipped Facilities



Good Student-to-Lecturer Ratio

## PROGRESSION PATHWAY



# PROGRAMME STRUCTURE

# DIPLOMA IN BUSINESS STUDIES

(N/0414/4/0467)(MQA/PA18672)



**DURATION**  
2.5 YEARS (5 SEMESTERS)



## YEAR 1

- Bahasa Melayu Komunikasi 2
- Penghayatan Etika dan Peradaban/Appreciation of Ethics and Civilizations
- Fundamental of Economics
- Fundamentals of Management
- Bahasa Kebangsaan A
- Time Management
- Business Mathematics
- Communicative English
- Essentials of Modern Age Digital Skills
- Organizational Behaviour
- Principle of Marketing
- Integriti dan Antirasuah (Integrity & Anti-Corruption)
- Fundamentals of Entrepreneurship
- Human Resources Management
- Introductions to Accounting
- Introduction to Business
- Introduction to Public Relation

## YEAR 2

- Business Communication
- Introduction to Business Law
- Co-Curricular Project
- Business Analytics
- Business Ethics
- Consumer Behaviour
- Digital Business
- English for Academic Writing
- Principles of Finance
- Operation Management
- Introduction to International Business
- Introduction to Strategic Management
- Marketing Management
- Principle of Management Information Systems
- Industrial Training

# ENTRY REQUIREMENT

## Academic Qualification Requirements

<b>SPM</b>	PASS SPM WITH AT LEAST CREDITS IN THREE(3) SUBJECTS.
<b>UEC</b>	PASS UEC WITH GRADE B IN ANY 3 SUBJECTS
<b>O-LEVEL</b>	PASS O-LEVEL WITH GRADE C IN ANY 3 SUBJECTS AND PASS IN MATH AND ENGLISH
<b>SKM</b>	PASS WITH LEVEL THREE (3) IN RELATED FIELD
<b>Certificate</b>	A CERTIFICATE (LEVEL 3, MQF) IN RELATED FIELD WITH AT LEAST CGPA OF 2.0.
<b>STPM</b>	A PASS IN SIJIL TINGGI PELAJARAN MALAYSIA (STPM) WITH AT LEAST GRADE C (GP 2.0) IN ANY SUBJECT
<b>Other</b>	OTHER EQUIVALENT QUALIFICATION APPROVED BY THE GOVERNMENT OF MALAYSIA

## CAREER OPPORTUNITIES

- Social Media Executives
- Sales and Marketing Executive
- Operation Executive
- Outlet Controller
- Property Management Assistant
- Procurement Administrative Executive
- Invoicing and Order Management Assistant
- Project Admin and Costing Executive
- Admin Officer (Facility Management)
- Purchasing and Admin Executives

\*Entry requirements are subject to changes.

# ACTIVITIES



# FACILITIES



Smart Board



Computer Lab



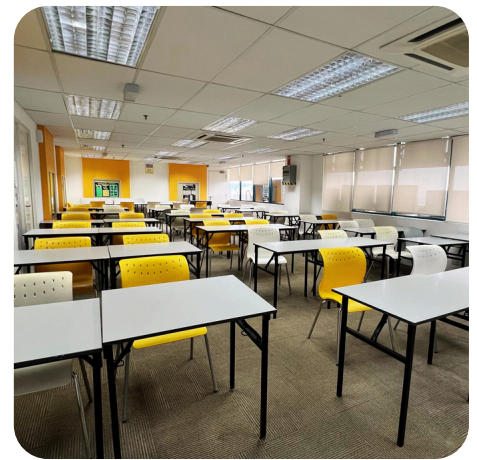
Board Room



Library



Lecture Hall



Reading Room



Student Lounge



Student Reception Area



Classroom

# WHY STUDY IN PENANG ?



Reputable Education & Healthcare Hub



Affordable Student Living



Safe, Student-Friendly City



Cultural & Heritage Learning Experience



Balanced Lifestyle:  
Study, Nature & City Life



Excellent Food Culture



Convenient Connectivity



Vibrant Student Community & Activities

## CONTACT DETAILS

### MARKETING & PROMOTIONS CENTRE



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+6012 322 7432/ +6012 334 7432/  
+6012 998 7432 / +6012 742 7432



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### ACADEMIC PARTNER



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