

SHORT COURSE DETAILS
DIP1BUS01-MC Introduction to Business Administration

1. Name of Series

Diploma programme for Business

2. Name of Course

Introduction to Business Administration

3. Synopsis of Course (60-word limit)

This module covers issues related to business operations which include administration of business, types of business ownership, management of business finance and others. Students will be exposed to the types of banking facilities, international trade basic marketing knowledge, competing in the global market and the function of management in an organization. It also covers the ethical issues involve in business and provides students with the overall picture about business operation.

4. For Whom?

- Students who are waiting for their SPM results.
- Students from other institutions
- Part time Diploma students

5. Course Outcomes (100-word limit)

By the end of the course, students will be able to:

- a. Discuss the evolution of business administration
- b. Relate various theories to business managerial problems
- c. Discuss new and existing business management programs

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases, role playing and tutorials. Online assessment.

7. Duration of Course

4 weeks' course

2 - 3 hours per week.

Cumulative learning 4 credit hrs for the total course

8. Level of Course & Microcredential Credit Value, if any

Diploma/4 credit hours per subject

9. Course Outline

- a. Understanding the Fundamentals of Business and Economics
- b. Practicing Ethical Behaviour and Social Responsibility
- c. Competing in the Global Economy
- d. Selecting the Optimum Form of Business Ownership and Exploring Business Combinations
- e. Business structures
- f. Small business and entrepreneurship
- g. Banking and services
- h. Marketing concepts and strategies
- i. Product and Pricing
- j. Distribution and customer communication
- k. Organization, teamwork and motivation
- l. Management functions and skills

10. Short Bio of Trainer/s (50-word limit)

Lecturer: **Joyce, F. Y. Leu**

BA of Economics (Hons) in Industrial Economics (UKM), Master of Science in HRD (UPM), PhD in Business (IUMW) *in the process*

Joyce is a senior lecturer in the Faculty of Business, Economics, and Accounting at HELP University. She has been an academician for more than 20 years. Her research publications are in the areas of talent management, HR related issues, as well as the digitalization of SMEs from the perspective of labor workforce. Prior to this, she was an entrepreneur (small scale).