

Level 5 Diploma in Business Studies

Level 5 Diploma in Business Studies (Entrepreneurship)

Level 5 Diploma in Business Studies (Human Resource Management)

Level 5 Diploma in Business Studies (Marketing)

Diploma in Business Studies is a 3-year programme offered by the School of Business to provide students with a solid foundation in general business and management disciplines such as human resource management, marketing and entrepreneurship. The programmes aim to:

- enable students to develop innovative, creative and logical thinking, problem solving and analytical abilities as well as to develop an entrepreneurial mindset;
- enable students to experience real business environment and provide hands-on learning through real-life projects and internship,
- provide specialised studies which are directly relevant to an individual's professions and disciplines.

This programme also provides a progression route to higher studies for students with relevant TVET Qualifications.

Testimonial

“Students will understand what they want in the market. Hence, from this course, there will always have ways of possibility to market it out using correct techniques that have been learned to reach the subjects.”

Seu Cha Hui

2018 Best Student Award recipient

2018 Academic Excellence Award recipient for Diploma in Business Studies (Marketing)

Politeknik Brunei 4th Convocation

Currently working as “Assistant Manager”, SBC SDN BHD

Career & Progression

Students can venture into a wide range of career opportunities in business and management, as well as in industrial sectors such as retail, banking, insurance, finance in the areas of marketing, human resource, general management and administration.

The Entrepreneurship programme provides a foundation for students to start and run their own business.

Graduates can progress to a Bachelor's degree in a related discipline within local and international universities. *subject to CGPA attained

Entry Requirement

Admission to Politeknik Brunei programmes must satisfy the **Minimum Entry Requirement** of each programme. For reference, visit PB Website: http://www.pb.edu.bn/SiteCollectionDocuments/ER_2019_V3.pdf or scan the QR Code below:



Programme Information

Level 5 Diploma Equivalence	Higher National Diploma
Duration of Study	3 Years (6 Semesters)
Commencement of 2019/2020 Academic Year	July 2019
Campus Location	PB Ong Sum Ping, Campus
No of Modules	31 modules (92 Credit Value)

Programme Structure

No	Module Title
1.	Communication Skills for Business 1
2.	Statistics for Business
3.	Health, Safety, Security and Environment
4.	IT for Business
5.	Principles of Management
6.	Fundamentals of Marketing
7.	Pengajian Melayu Islam Beraja
8.	Pendidikan Islam
9.	Communication Skills for Business 2
10.	Mathematics for Business
11.	Microeconomics
12.	Business Information Systems
13.	Macroeconomics
14.	Business Law
15.	Business Accounting
16.	Fundamentals of Financial Management
17.	Entrepreneurship
18.	Strategic Management
19.	Internship
20.	Internship Incubation (for Entrepreneurship)
21.	Enrichment
22.	Final Year Project

Students are to take atleast Five (5) specialisation modules below in their area of discipline.

No	Specialisation Modules for Human Resource Management
1.	Managing People in Organisations
2.	Workforce Planning & Employment
3.	Training & Development
4.	Performance Management
5.	Compensation & Benefits

No	Specialisation Modules for Marketing
1.	Consumer Behaviour
2.	Marketing Research
3.	Services Marketing
4.	E-Marketing
5.	Marketing Communications & Branding
6.	Personal Selling & Sales Techniques

No	Specialisation Modules for Entrepreneurship
1.	Project Management
2.	Innovation & Creativity in Business
3.	New Venture Planning
4.	International Business
5.	Start-up Lab Incubation
6.	E-Business

Testimonial

“When I first started my HRM course in Politeknik Brunei I thought it would be focusing on managing the employees only but once I went through all the semesters, surprisingly it covers more than just on HR. But also the other aspects such as marketing, accounting and entrepreneurship.

Overall, it was a fascinating journey of HRM Diploma that teaches broadly on subjects that align with the programme. It also helps to improve my presentation skills, communication wise, group ethics which is vital and explores areas that I’m unfamiliar with. Hence, this greatly helps me in the real work environment that I applied to.”

Dk Nur Hazirah binti Pg Abd Rahman
 2018 Graduate for Diploma in Business Studies
 (Human Resource Management)
 Politeknik Brunei 4th Convocation



GET IN TOUCH WITH US



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