



قوليتيكنيك بروني
POLITEKNIK BRUNEI

SCHOOL OF BUSINESS

Level 5 Diploma in Entrepreneurship & Marketing Strategies

“Providing students with a comprehensive understanding of two critical aspects of business: entrepreneurship and marketing. This program equips students with the knowledge and skills needed to succeed in today's dynamic business environment, whether they aspire to start their own business or contribute effectively to established companies. With this combined expertise, students can put into action on how to create innovative products and how to effectively bring them to the market.”

Career Opportunities

Academic (Facilitator, Assistant Lecturer), Self-Employment, Business Manager, Business Owner, Entrepreneur, Market Research Analyst, Brand Content Strategist, Digital Marketer, Sales Consultant, Media Planner Supervisor, Promotions and Events Coordinator
Public Relations, Advertising Supervisor

Further Studies Opportunities

Bachelor's degree in relevant field particularly in Entrepreneurship or Marketing or Business Studies and other business-related area

Programme Duration: 2.5 Years Full time

Year 1, Semester 1	
Module Title	Module Type
Communication Skills	Core
Health, Safety & Environment (Business & Office Workplace)	Core
Business Ethics	Essential
Fundamentals of Marketing	Essential
IT for Business	Essential
Principles of Economics	Essential
Year 1, Semester 2	
Module Title	Module Type
Pengajian Melayu Islam Beraja	Core
Pendidikan Islam	Core
Mathematics for Business	Core
Business Accounting	Essential
Business Information Systems	Essential
Management & Organisational Behaviour	Essential
Year 2, Semester 3	
Module Title	Module Type
Final Year Project (Project Ideation)	Core
Business Law	Essential
Consumer Insights	Specialised
Entrepreneurship & New Venture Planning	Specialised
Year 2, Semester 4	
Module Title	Module Type
Final Year Project (Project Execution)	Core
Strategic Management	Essential
Digital Marketing	Specialised
Innovation & Creativity in Business	Specialised
International Business	Specialised
Year 2, Semester 5	
Module Title	Module Type
Internship	Core
Throughout 2.5 years programme	
Enrichment	Core