

**BUSINESS**



TURN YOUR  
**ACUMEN**



INTO  
**REAL LIFE  
SUCCESS**

---

Turn for your future.

# VISION

Changing lives and enriching communities for a better world.

# MISSION

- We deliver superior products and services that benefit society, and shape future generations of leaders and thinkers.
- We care for the safety and health of our people, and we believe in developing their talents through empowerment and enabling them to maximise their potential.
- We grow our businesses to deliver sustainable and responsible shareholder returns while ensuring that we continue to protect our environment.
- We must be bold in technological innovations to be market leaders in our core businesses.
- We will leverage on the synergies within our business ecosystem to create unique product offerings.

# EDUCATION CHARTER

- We inspire students and staff to lead, share and serve.
- We create a community in which learning, teaching and research are encouraged, enabled and enjoyed.
- We promote critical thinking, independent learning and creative problem solving.
- We nurture individuals to be ethical and responsible global citizens.
- We share our success with stakeholders and the community we serve.



# TABLE OF CONTENTS

<b>1</b>	<b>ABOUT</b>	
	Introduction	2
	Entrepreneurial Spirit & Working with Communities	3
<b>2</b>	<b>BUSINESS</b>	
	About	5
	Why Choose KDU	5
	KDU Student Voice	8
<b>3</b>	<b>STUDY ROUTE</b>	10
<b>4</b>	<b>KDU PROGRAMMES</b>	
	Foundation Studies (Art & Technology)	12
	Foundation in Arts	14
	Diploma in Accountancy	16
	Diploma in Business Administration	18
	Bachelor of Accounting (Hons)	20
	Bachelor in Accounting and Finance (Hons)	22
	Bachelor of Arts (Hons) in Banking & Finance	24
	Bachelor of Business (Hons)	26
	Bachelor of Business (Hons) with Law	28
	Master of Business Administration	30
	Doctor of Philosophy (Business)	36
<b>5</b>	<b>CHESTER BUSINESS PROGRAMMES</b>	
	Why Study University of Chester Programmes at KDU College	38
	University of Chester	39
	Chester Student Voice	40
<b>6</b>	<b>PROGRAMMES</b>	
	Bachelor of Arts (Hons) in Business Management (3+0)	42
	Bachelor of Arts (Hons) in International Business Management (3+0)	44
	Bachelor of Arts (Hons) in Global Entrepreneurship & Business Management (3+0)	46
<b>7</b>	<b>STUDENT LIFE</b>	48
<b>8</b>	<b>CAMPUS LIFE &amp; FACILITIES</b>	50
	KDU College, Damansara Jaya	
	KDU University College, Utropolis Glenmarie	

# INTRODUCTION

## Welcome to KDU.

Discover an institution that combines knowledge with experiential learning that goes beyond classroom teaching. Our education approach takes on real-world perspective, where our students are encouraged to embark on real-life projects that not only focus on hands-on learning but also education that will help them develop leadership and interpersonal skills, ensuring that they hit the ground running and become graduates who think, do and innovate in order to cater to the needs and betterment of the world we live in.

Here at KDU, we have nurtured many bright and passionate minds who have contributed to society in varieties of ways. We provide a platform for practical, impactful ideas to be conceived and incubated. Our global connections open the minds of our graduates and broaden the perspectives of our future generations.

A pioneer in providing private tertiary education, KDU has seen thousands of spirited and hopeful youths from different background, culture and countries teeming its corridors of vibrant campuses in pursuit of quality education for the past 35 years. As the first institution to have a purpose-built campus, and the first to offer twinning programmes in the nation, KDU is proud to have over 45,000 successful alumni since its inception. Some of whom, include corporate leaders, entrepreneurs and celebrities around the globe.

KDU has two campuses in Selangor – KDU University College in Utropolis Glenmarie and KDU College in Damasara Jaya, and are part of Paramount Education.



# ENTREPRENEURIAL SPIRIT & WORKING WITH COMMUNITIES

Richard Branson, Mark Zuckerberg and Elon Musk are entrepreneurs who are highly enthusiastic, creative problem solvers, risks takers who learn from failures and thrive on challenges. At KDU, we foster these eminent traits by encouraging our students to think outside the box, be innovative in developing their business sense and to cultivate entrepreneurial ideas into impactful action.



## Making Monster Impact

In an effort to spur and accelerate the students' entrepreneurial mindset, the School of Computing and Creative Media has established a development, publishing & commercialisation initiative called Daikaiju Studios, an avenue where staff and/or students form development teams to take on a variety of projects. One of the many success stories was in 2015 – when a group of KDU Game Development students entered a competition to develop a mobile game based on an upcoming animated TV series called Ejen Ali. The students won RM100,000 as a development start-up capital and are currently incubated within the studio. Another one of the initiatives of the studio is to produce original content. As of today, there are two registered digital game IPs currently in development.



## Fine Appreciation of Modern Malaysian Cuisine

An entrepreneurial project of the School of Hospitality, Tourism and Culinary Arts, Dewakan Restaurant is currently Malaysia's rising star in the fine dining scene. Named after the word 'Dewa' for God in Malay and 'Makan' which means 'to eat', Dewakan is looking to change the way we understand Malaysian cuisine by presenting scrumptious and enticing plates that are sure to delight our taste buds. Dewakan believes that food is symbolic of love and the restaurant looks to celebrate the bountiful blessings given by our land through a plethora of innovative courses. This successful entrepreneurial project exists through the vision and passion of KDU culinary lecturer and author of *Redefinition: Molecular Cuisine*, Chef Darren Teoh.



## Turning Designers into Designpreneurs

The growing phenomenon of entrepreneurial designers has given birth to designpreneurs. Designers are normally associated with artistes and visual-makers who tend to be wrapped within their own creative process and creation. However, designers have innate entrepreneurial sense which allows them to expand, experiment and broaden their designs within the commercial, marketing, industrial and trading enterprise. The Entrepreneurial Design students of the School of Communication and Creative Arts understand this concept the most. They are taught to sharpen creative and personalised designs, as well as to market these designs by integrating advanced creative works with business strategies. Through the annual Designpreneur Faire, final year students will showcase and commercialise brands and products they have produced during the period of their studies.



## From Class to Café

Come lunch hour, the alluring smells of mouth-watering desserts and pastries at KDU's Café Eighty Seven are brought to you by the School of Hospitality, Tourism and Culinary Arts' bakery students. The café allows students to be involved in the process of preparing and baking the savouries and pastries for the café, as well as managing the ins and outs of a business model. The students are tasked to prepare sandwiches, tarts and a variety of breads, and they are able to witness the sales of their own culinary creations for the day. This not only allows them to work in the latest well-equipped kitchens but also to participate in real café environment. You can also get some of the best brewed coffee to go with your delicious pastries!

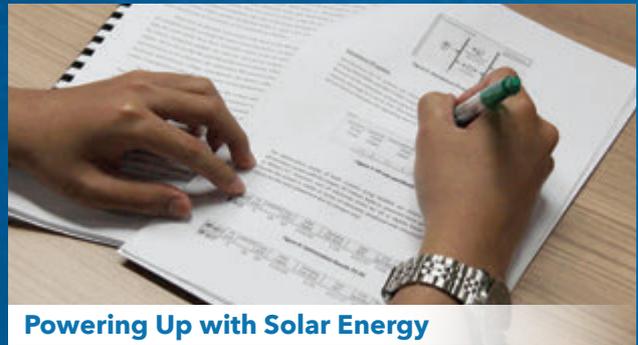
# WORKING WITH & WITHIN COMMUNITIES

One of the most vital traits of real-world education in parallel with real-world needs, is to work with and within communities. At KDU, we believe that the communities around us play an important role in shaping and influencing future leaders and professional businesses. We interact with variety of communities and imbue our students the skills required to work with these communities effectively.



**Corporate Social Responsibilities**

Initiatives that benefit society by corporate enterprises are important in ensuring that the business world remain connected to its own corporate conscience for better environment and better communities. One of the CSR projects initiated by KDU students include the Pre-United Club's efforts of raising more than RM50,000 for the University Malaya Medical Centre (UMMC)'s Children Cancer Fund through its fundraising activities and initiatives. An on-going project since 2010, some of the initiatives from the club include raising funds through tickets sales for musical showcases, food carnivals, competitions such as bowling tournaments and more.



**Powering Up with Solar Energy**

Putting what they learnt into practice, Tharmaraj A/L Vilosamy, Tan Kin Sun and Vinodkumaran, three students from School of Engineering undertook a feasibility study on alternative power sources for Kampung Sesapan Batu Minangkabau. The students proposed and designed a green energy system, which will allow the remote village to produce solar energy to generate electricity for the entire area. Through this hands-on project, the students not only improved their understanding of the utilisation of renewable energy and honed their technical knowledge, but also provided the village with a useable, cost-effective and sustainable solution.



**Bridging Academia with Industry**

The School of Business ensures students obtain real-life learning experiences by bridging academia with industry, through partnerships and collaborations.

### **Digi Cooperative Education Programme**

An industry partnership through the adoption of the Introduction to Business module where students receive on-the-job structured learning experiences in relevant operational areas within the telecommunications industry.

### **Growing Banking Sector: AICB collaboration with KDU**

The Asian Institute of Chartered Bankers (AICB) signed an academic partnership with KDU to groom and nurture the next generation of banking graduates. The demand for talented and skilled individuals in financial sector is rising and this partnership is an example of realising the needs within a rapidly changing environment in the banking industry.



### **The Edge Education Foundation – 'Money & Me' Youth Financial Empowerment Programme**

Incorporating relevant aspects and the spirit of corporate social responsibility, our students volunteered to become facilitators to reach out and inculcate the concept of 'financial literacy' to school students.

# BUSINESS

## Grooming Business Leaders for the future

When students graduate from KDU with a business degree, they are ready to compete and succeed anywhere in the world. At KDU, we ensure that our students are armed with the knowledge, insights and skills, and empowered with experience, so that they stand out in our ever-evolving globalised economy and help create an economically prosperous tomorrow. The academic experience at KDU is designed for students who not only desire to study business, but also to build the characteristics and confidence necessary for a real world experience. Our focus on communication skills, emotional intelligence, identifying strengths and pursuing passions prepare them to become driven and intuitive leaders.

## WHY CHOOSE KDU?

KDU University College's School of Business drive a strong focus on offering real world and experiential learning for, as well as developing entrepreneurial skills in students. Students are given opportunities to understand business organisations, systems and processes from a simulated model, learn from captains of industry, and work with industrial partners on real-world projects – giving them a head start in honing their business sense and sharpening their skills. Our focus on communication skills, emotional intelligence, identifying strengths and pursuing passion prepare them to become driven and intuitive leader.

*Obtained desired job, run own business, further study*

*Over 100 companies for student internships*

*Diverse student population from over 18 countries*

*A purpose-built Entrepreneurialism Center*

*Industry-Aligned Curriculum with input from Industry Advisory Panels*

*45% of faculty members are with industry experience*

*Programmes accredited by Professional Bodies*

*Faculty members are active in Industry Research, Corporate Training, and Consultancy*

## REAL WORLD EDUCATION WITH INDUSTRY

Students at KDU's School of Business are driven to be industry-ready. Essential to their academic learning and experience are our collaborations with industry partners, all designed to ensure our students get an edge above others even before they graduate.

### Industry Cooperative Education Programme

Industry partnership through adoption of specific module at KDU School of Business provides our students an opportunity to network with their potentially future employers and apply classroom learning in real-world situations. In most cases, students will go through a series of training modules – from sessions on financial literacy to retail and customer service insights, people management, and other relevant operational areas. The holistic learning eco-system enables students to create and execute their own business plan, which forms part of the practical student assessment throughout their education journey.



### Revolutionary Business Simulation

As the world of business transforms rapidly with the adoption of digital economy, the paradigm shift has resulted in greater demand for organisation with soft skills and entrepreneurial mindset. Students' adaptability of this new era would enhance their innovativeness and productivity, hence contributing in the society development.

At KDU School of Business, students are put into business simulated environment at our very own Entrepreneurialism Centre, guided by certified EuroPEN-PEN International trainers and are led by experienced Malaysia Business Angel Network (MBAN) investor. The simulated set-up allows students to use various web-based applications including the SKOLA trading platform, human resources, administration and marketing platforms, teaches them various methods in facing the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) world, taking calculated risks and learning from failures.

### KDU Job Shadowing Programme

At KDU, we value the need for students to experience the real world instead of just the classroom education. Therefore from as early as Year 1 of their Bachelor's Degree studies or Year 2 of their Diploma studies, students will have an opportunity to experience the daily operations of a company as well as observe first hand of the challenges that are faced in the respective professions. Through KDU Job Shadowing programme, students will be able to gain insights about the industry as opposed to just reading general job descriptions.



### Industry Expert Speakers Series

The Industry Expert Speaker Series is comprised of various guest lectures, workshops, talks and forums, where experts across various industries and organisations share their thoughts, knowledge and experiences with our students. Past speakers include Dato' Teo Chiang Quan (Chairman of KDU Board), Dr. Robert Bong (Chief Advisor of Malaysia Blue Ocean Strategy Institute), Dato' Dan E Khoo (Vice President – Strategy, Multimedia Development Corporation), Mohd Ibrahimuddin Mohd Yunus (Managing Director and Chief Executive Officer of Petronas Dagangan Berhad), Melissa Ng (Head of Service Marketing, Nissan Malaysia and IndoChina), Suretran Somasundram (Chief Executive Officer, Snack Boss Sendirian Berhad), and Marwan Ma'som (Founder, SwiftCow Malaysia), just to name a few.

## HUMANISTIC ENTREPRENEURIALISM @ KDU SCHOOL OF BUSINESS

In today's knowledge economy, an education qualification is not just about obtaining a degree that would typically impart the necessary theories and concepts. A shift in the mindset would be necessary in order to contribute towards nation building as well as remain competitive in today's challenging environment.

At KDU School of Business, we implore to cultivate the shift in the mindset of our faculty members and students by adopting the Humanistic Entrepreneurialism (HE) Model. Human Governance and Growth Mindset principles form the base in developing the Model. We continuously fine-tune the Model along with our research in Entrepreneurship. The current HE Model covers 3 key elements: Brain, Eco-System and Mindset. With the right Brain (skill) supported by the right Eco-System (process), we believe the right Mindset (thought) can be nurtured



Throughout a student's journey in KDU School of Business, their thought process is constantly being challenged; be it within the four walls of a classroom or extra-curricular activities or industry networking sessions. The various teaching and learning touchpoints would encourage them to be resourceful, persevere in any situation; be resilient and passionate in whichever tasks they put their mind to. Ultimately, KDU School of Business strives to nurture a generation of leaders that will have a different worldview through the humanistic lens.

***“FIXED MINDSET  
BLINDFOLDS OUR TRUE CAPABILITIES,  
  
HUMANISTIC GROWTH MINDSET  
HARNESSES OUR POTENTIAL CAPABILITIES, HUMANLY...”***

# KDU STUDENT VOICES



**LOO SUK MUNN** (BACHELOR OF BUSINESS (HONS) WORKING AT NESTLE)

Throughout my 3 year tenure with KDU School of Business, I have faced many obstacles which have groomed me into who I am today. The journey was indeed a learning process that was filled with endless shower of joy and glee amidst the occasional learning setbacks which I am grateful for.

My learning curve was further accelerated by faculty members who are passionate in dedicating their time to their profession. They were the ones who taught me that there is no wrong in experiencing failures in life as long as I make an effort to improve and be better than who I was yesterday.



**CHIAM TAN PEI PEI** (BACHELOR OF ACCOUNTING (HONS) WORKING AT KPMG)

KDU's Bachelor of Accounting (Hons) has helped me tremendously as it pushed me to go beyond my limits and helped me to discover and develop my personal capabilities. The intensity of the course has made me learn how to manage my time effectively. Though challenging, I appreciate the guidance and support provided by the faculty members within the School of Business. I am now working as an auditor in KPMG and am truly grateful for all the support and helping hands I had received while pursuing my studies in KDU University College. I will always remember all the great memories I had together with my lecturers and friends, and continue to strive for excellence.



**SAILESH GOPALAN** (BACHELOR OF BUSINESS (HONS) WORKING AT BOLLORE LOGISTICS MALAYSIA)

It gives me great pleasure to say with pride that I have completed my Bachelor of Business (Hons) from KDU University College. The relationship between faculty members and students are very cordial, which gave me opportunities to excel in my area of interest. These three years spent here were splendid and has helped me grow professionally and personally. Today, with all the knowledge and experience I've learned at KDU School of Business, I stand tall as a Senior Supply Chain Executive at Bollore Logistics Malaysia, handling key clients in the Aerospace industry.



**PEARLJIT SINGH** (BACHELOR OF BUSINESS WITH LAW (HONS) WORKING AT REHDA)

KDU University College has lived up to my expectation in providing real world education to meet real world needs. Throughout my journey at the School of Business, I have benefited a lot from gaining the right depth of knowledge, understands the relationship between business and law in the management of most businesses today. After securing my internship in my very first interview, I was then offered a full-time position at the Real Estate And Housing Developers' Association Malaysia (REHDA Institute), as an Events, Business Development and Marketing Executive. All these would not have been possible if it weren't for the guidance and amazing dedication shown by the various people I have met and learnt from throughout my time in KDU School of Business. If you aspire to succeed in your career, KDU University College is the place to be.



**SORIK RATH MONG (LYLY)** (BACHELOR OF BUSINESS (HONS) WORKING AT DELL) \_\_\_\_\_

KDU University College is one of the most diversified universities in Malaysia and a home for students from all corners of the world. At KDU School of Business, being an international student is no longer a challenge as the staffs have always been genuinely supportive. The faculty members deliver the knowledge with passion and constantly link to the real world contexts. Personally, I think that is what make KDU a great place to study. I would not be the Bloomberg campus ambassador during my sophomore year had I not experienced student life at KDU. My Bachelor in Business (Hons) has armed me with business knowledge academically and practically. That has assisted me to better compete in multinational corporations like Dell Technologies, where I work as a Senior Analyst currently. I am thankful for absolutely everything and every moment I spent at KDU and filled with gratitude to call myself a KDU graduate.



**NICOLE MARYANNE** (BACHELOR OF BUSINESS (HONS) PURSUING MBA) \_\_\_\_\_

KDU University College helps me develop a positive attitude towards my studies and also allows me to discover more about myself. The degree programmes at KDU School of Business are well-rounded as well as a challenging. For the same reasons, the Bachelor of Business (Hons) equips me with the knowledge that I need to achieve my career goals. This was evident during my internship period where I practice the knowledge and skills obtained throughout my studies to perform well in my work. The faculty members are always available and willing to assist me professionally and patiently. Currently, I am pursuing my MBA at KDU School of Business.



**ZAEEM UL-HASSAN** (BACHELOR OF BUSINESS (HONS) PAKISTAN) \_\_\_\_\_

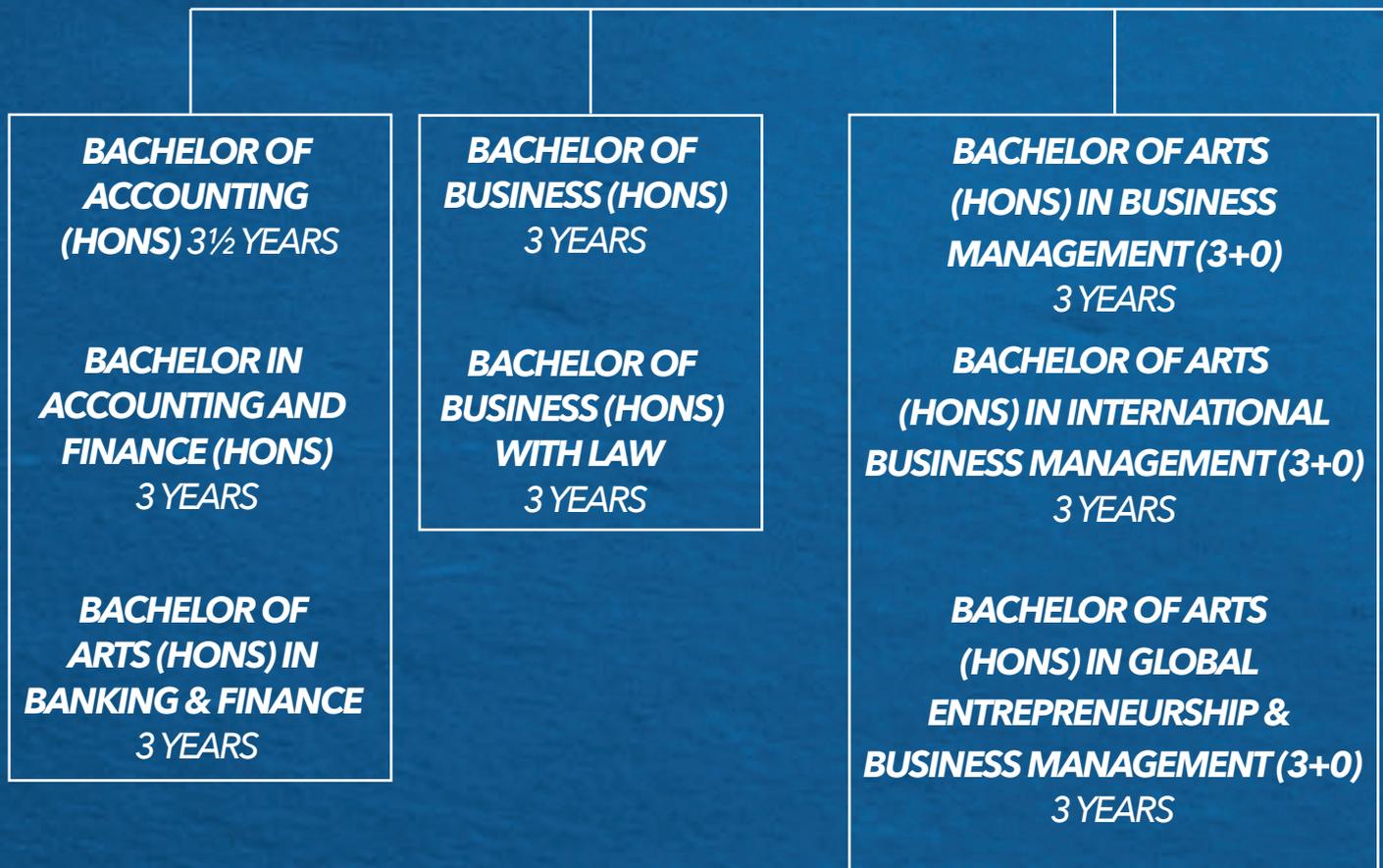
My education experience here at KDU University College is filled with unique perspectives, opportunities and events. Student life here is simply amazing. Education I received at the School of Business taught me more than knowledge extracted from books. I've also picked up soft skills that is essential in grooming me for this evolving industry. Plus, as an international student, studying in Malaysia has been great; there's always something new to explore in terms of the culture and heritage, and everyone is always eager to help and make you feel at home.



**AHMED YAMAN NAZEEM** (DIPLOMA IN ACCOUNTANCY MALDIVES) \_\_\_\_\_

My days in KDU School of Business has been remarkable. The support I received from the lecturer, staff and friends in KDU helped me cope with my studies in Malaysia. Coming from a small nation, it was always my dream to study abroad which I fulfilled by making one of the biggest decisions in my life – pursuing my studies in KDU. It is a decision that I will never regret. Taking up this course has propelled me further into the growing business world. I received holistic education in and outside of the classroom, even receiving an insight of how businesses work here in Malaysia.

**MASTER OF BUSINESS ADMINISTRATION**  
1 YEAR 4 MONTHS (PART TIME 2 YEARS)



**KDU DEGREE PROGRAMMES**



**CHESTER DEGREE PROGRAMMES**



University of  
Chester

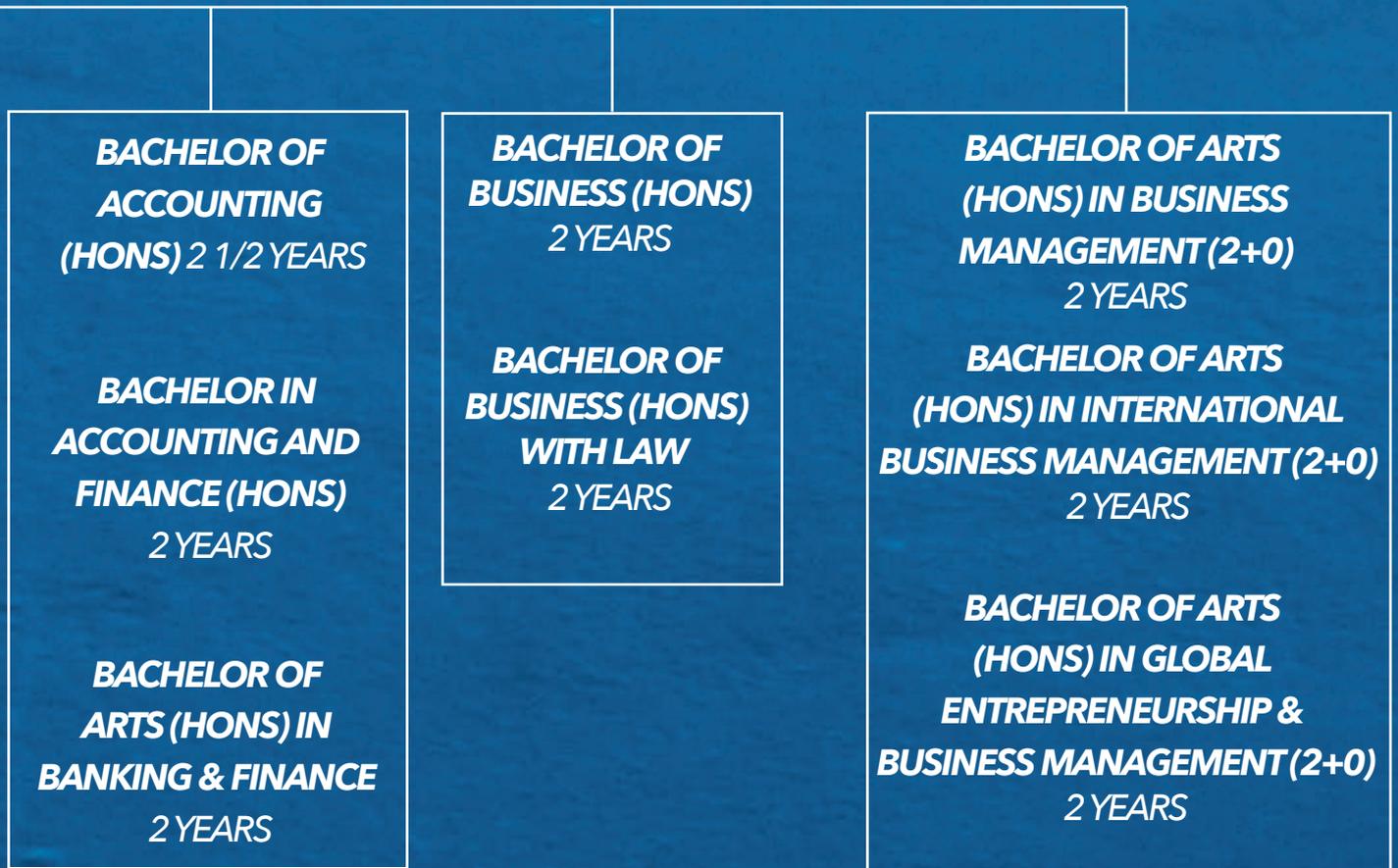
**KDU FOUNDATION PROGRAMME\* [ 1 YEAR ] / STPM /  
CAMBRIDGE A LEVELS / UEC OR EQUIVALENT**

\*Specific foundation programmes that meet the entry requirement

**SPM / O LEVELS**

# ROUTE NESS

**MASTER OF ARTS (RESEARCH)**  
1 YEAR 4 MONTHS (PART TIME 2 YEARS)



KDU DEGREE PROGRAMMES

CHESTER DEGREE PROGRAMMES



University of  
Chester



OR EQUIVALENT

# FOUNDATION STUDIES (ART & TECHNOLOGY)

**Multidisciplinary.Flexible.  
Stimulating independence & creativity.**

The KDU Foundation Studies (Art and Technology) is a one-year multidisciplinary foundation programme aimed at preparing students for further study in the fields of

- Game development
- Business
- Communication
- Computing
- Hospitality

This flexible programme ensures students are grounded with a strong grasp of core subjects according to their choice of programmes at degree level, as well as a variety of other subjects to give them a broad-based education platform. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking.

Upon completion, students will be able to articulate seamlessly into various degree programmes, offered at KDU.



# PROGRAMME STRUCTURE

## CORE (6 COMPULSORY MODULES) Total of 17 modules

- Creative Studies
- Critical Writing and Referencing
- Fundamentals of Information Technology
- Introduction to Business
- Introduction to Creative Concepts
- Introduction to Communication

## STREAM (8 MODULES ACCORDING TO STREAM)

### GAME ART

- Design Practice
- Design Studies
- Drawing 1, 2 & 3
- History of Art and Media
- Media Appreciation
- Media Production

### BUSINESS / HOSPITALITY

- Introduction to Management
- Mathematics 1
- Information System
- Introduction to Quantitative Methods
- Introduction to Economics
- Social Science
- Introduction to Marketing
- Introduction to Accounting

### GAME DESIGN / COMMUNICATION

- Design Practice
- Digital Photography
- Design Studies
- History of Art and Media
- Introduction to Multimedia
- Media Appreciation
- Media Production
- Social Science

### GAME TECHNOLOGY / COMPUTING

- Design Studies
- Information System
- Introduction to Multimedia
- Mathematics 1, 2 & 3
- Programming Logic and Design
- Social Science

## MPU

- Bahasa Kebangsaan A\*
- Pengajian Malaysia 1 (Malaysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Study Skills

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

#### Academic Qualification

#### Requirement

SPM / O Levels

Pass with min. 5 Credits

UEC

Min. 3 Credits

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

#### Local Student

Credit (SPM / 1119 / UEC / O Levels examination)

#### International Student

Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

### Notes:

1. Students who will be continuing their studies in Accounting and Finance degree programmes, or in the Game Technology specialisation of the Game Development programme, must have obtained a Credit in Mathematics at SPM level.
2. Students who will be continuing their studies in Computer Science and Software Engineering degree programmes must have obtained a Credit in Additional Mathematics at SPM level.
3. Student who will be continuing their studies in Business programmes, must have obtained a Pass in Mathematics at SPM level.
4. Student who will be continuing their studies in Communication programmes, must have obtained a Credit in English at SPM level.
5. Students who do not have the above requirement, must seek advice from school before enrolment.

**Duration:**  
1 Year

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May and September

**Course Location:**  
KDU University College,  
Utopolis, Glenmarie

# FOUNDATION IN ARTS

**Broaden horizons. Open the mind.**

**A study in humanities teaches one how to think creatively and critically, to reason, and to ask questions.**

Take up the challenge of studying across a range of disciplines with the KDU Foundation in Arts programme. In preparation for a bachelor's degree in the humanities, students will have an opportunity to be exposed to basic modules of various disciplines such as:

- Economics
- Accounting
- Psychology
- Sociology
- Communications and Media Studies

This programme exposes students to the vigorous demands of tertiary education, preparing them to be critical thinkers necessary for university life. Here, students will learn:

- Critical and analytical skills
- Skills to work effectively in teams
- To hone their entrepreneurial spirit
- Curiosity to new ideas
- Social and ethical responsibility



# PROGRAMME STRUCTURE

## CORE (6 COMPULSORY MODULES) Total of 16 modules

- Academic Writing and Presentation Skills
- Academic Research Skills
- Critical Thinking and Problem Solving
- Introduction to Information Technology
- Information Systems
- Thinking Skills

## ELECTIVES (CHOOSE 7 MODULES)

- Algebra
- Introduction to Accounting
- Introduction to Communication Studies
- Introduction to Psychology
- Introduction to Sociology
- Macroeconomics
- Media Studies
- Microeconomics
- Principle of Accounting
- Statistics

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Pengajian Malaysia 1 (Malaysian Students)
- Study Skills

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 5 Credits
UEC	Min. 3 Credits
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### Notes:

1. Students who will be continuing their studies in Accounting and Finance degree programmes, must have obtained a Credit in Mathematics at SPM level.
2. Student who will be continuing their studies in Business programmes, must have obtained a Pass in Mathematics at SPM level.

### ENGLISH REQUIREMENT

<b>Local Student</b>	Credit (SPM / 1119 / UEC / O Levels examination)
<b>International Student</b>	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

3. Student who will be continuing their studies in Communication programmes, must have obtained a Credit in English at SPM level.
4. Students who do not have the above requirement, must seek advice from school before enrolment.

**Duration:**  
1 Year

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May and September

**Course Location:**  
KDU College, Damansara Jaya

# DIPLOMA IN ACCOUNTANCY

## The first step into the world of accounting

Students start their journey into the professional world of accounting by getting familiar with various disciplines such as taxation and commercial law. In this programme, students learn the ropes and gain the foundation necessary to continue onward with their choice of bachelor's degree in business, accounting or even a professional accounting qualification.

Students are also able to fast-track into obtaining the ACCA qualification, as this programme qualifies for an exemption of three papers.

Upon successful completion of this programme, students will be able to articulate seamlessly into a KDU business degree programme, or to various universities at UK and Australia.



# PROGRAMME STRUCTURE

## YEAR 1

- Academic English for Business 1 & 2
- Business Mathematics
- Financial Accounting 1 & 2
- Introduction to Accounting
- Introduction to Information Technology
- Introduction to Money and Banking
- Macroeconomics
- Management Accounting 1 & 2
- Microeconomics
- Principles of Management

## YEAR 2

- Accounting for Partnership and Special Accounting Procedures
- Accounting Information System
- Accounting Theory and Practice
- Auditing
- Business Statistics
- Business Law
- Company Law
- Critical Thinking and Reading Skills
- Corporate Accounting
- Corporate Finance
- Management of Human Resources
- Taxation

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Co-Curricular Activities and Community
- Malaysia Culture and Life
- Pengajian Malaysia 2 (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Pass with min. 3 Credits (inclusive of a Credit in Mathematics and a Pass in English)
UEC	Min. 3 Credits (inclusive of a Credit in Mathematics and a Pass in English)
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Pass (SPM / 1119 / UEC / O Levels examination)
<b>International Student</b>	Band 4.0 in IELTS; or a score of 30 (IBT) with 397 (PBT) in TOEFL
If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College	

**Duration:**  
2 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May,  
September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# DIPLOMA IN BUSINESS ADMINISTRATION

## Getting down to business

Business is everywhere, virtually and physically. Get a head-start in learning how to manage a business with KDU's Diploma in Business Administration. This programme provides students with the necessary foundation and knowledge of growing a business in today's fast paced competitive work environment.

We also focus on developing students' interpersonal and organisational skills to ensure an all-rounded individual. ACCA-hopefuls will be exempted of three papers. Upon successful completion of this programme, students will be able to articulate seamlessly into a KDU business degree programme, or to various universities at UK and Australia.



# PROGRAMME STRUCTURE

## YEAR 1

- Academic English for Business 1 & 2
- Business Mathematics
- Financial Accounting 1 & 2
- Introduction to Accounting
- Introduction to Information Technology
- Introduction to Money and Banking
- Macroeconomics
- Management Accounting 1 & 2
- Microeconomics
- Principles of Management

## YEAR 2

- Business Statistics
- Business Law
- Company Law
- Critical Thinking & Reading Skills
- E-Commerce
- Introduction to Business
- Introduction to Business Communication
- Management of Human Resources
- Management Information System
- Organisational Communication
- Principles of Marketing
- Services Marketing

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Co-Curricular Activities and Community
- Malaysia Culture and Life
- Pengajian Malaysia 2 (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

#### Academic Qualification

#### Requirement

SPM / O Levels

Pass with min. 3 Credits (inclusive of a Pass in Mathematics and English)

UEC

Min. 3 Credits (inclusive of a Pass in Mathematics and English)

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

#### Local Student

Pass (SPM / 1119 / UEC / O Levels examination)

#### International Student

Band 4.0 in IELTS; or a score of 30 (IBT) with 397 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

**Duration:**  
2 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May,  
September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF ACCOUNTING (HONS)

## Develop Technical & Analytical Skills to Kick-start a Career in Accounting

The importance and significance of accounting reports is integral to conducting business, making accounting knowledge crucial to being a competent corporate executive.

KDU's Bachelor of Accounting (Hons) programme, designed in collaboration with the Association of Chartered Certified Accountants (ACCA), is the quickest and most sensible choice towards earning an internationally-recognised professional qualification.

Upon completion of the modules of the first two years, students are given provisional exemption of 9 ACCA Fundamental papers. The final 3rd year will be spent covering the syllabus of the professional ACCA paper and prepare students for ACCA Professional level exams.



ACCREDITED PROGRAM



### CAREER OPPORTUNITIES

- Auditor
- Accountant
- Business Consultant
- Tax Consultant
- Financial Advisor
- Manager
- Financial Analyst

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1 & 2
- Business Law
- Company Law
- Financial Accounting
- Management Accounting 1
- Principles of Management
- Principles of Economics
- Principles of Finance
- Quantitative Methods

## YEAR 2

- Auditing
- Accounting Information System
- Corporate Social Responsibility
- Entrepreneurship
- Financial Reporting 1 & 2
- Financial Management
- Intermediate Taxation
- Introduction to Taxation
- Management Accounting 2
- Principles of Marketing

## YEAR 3

- Advanced Audit and Assurance \*
- Advanced Taxation \*
- Business Analysis \*
- Corporate Reporting 1 & 2 \*
- Public Sector Accounting
- Research Methodology
- Final Year Project
- Internship
- Governance, Risk and Ethics \*

\*Based on ACCA professional level syllabus

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Students)
- Hubungan Etnik (Malaysian Students)
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels	3 D
STPM	3 C+
UEC	Min. 5 Credits inclusive of Mathematics
Diploma	CGPA 2.5
Foundation Studies	CGPA 2.5
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Credit in Mathematics at SPM level or its equivalent.

**Duration:**  
3½ Years

**Course Mode:**  
Full Time

**Intakes:**  
January, May, September  
and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR IN ACCOUNTING & FINANCE (HONS)

**The Springboard to Success and Professionalism with Greatest Interest**

The Bachelor in Accounting and Finance (Hons) provide students with a specialised education in and understanding of the legal, business and social environments in which accountancy and finance operates. It also enables students to be conversant in the technical languages and practices of the accounting and finance sector in a market economy. These include measurement and disclosure in financial statements, managerial accounting, auditing, taxation and corporate finance.

It is ideal for those who are interested in either an accounting career or who wish to be financial specialists analysing business activities from a financial perspective.



ACCREDITED PROGRAM

## CAREER OPPORTUNITIES

- Accountant
- Accounting Manager
- Tax Manager
- Risk Manager
- Financial Analyst
- Quatitative Analyst
- Credit Manager
- Fintech Manager

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1 & 2
- Principles of Economics
- Financial Accounting
- Management Accounting 1 & 2
- Principles of Marketing
- Principles of Management
- Principles of Finance
- Business Law
- Quantitative Methods

## YEAR 2

- Accounting Information Systems
- Auditing
- Company Law
- Corporate Finance
- Corporate Social Responsibility
- Entrepreneurship
- Financial Markets and Institution
- Financial Reporting 1 & 2
- Financial Management
- Intermediate Taxation
- Introduction to Taxation
- Research Methodology

## YEAR 3

- Advance Audits & Assurance
- International Finance
- Investment Analysis
- Elective (1 subject)
- Final Year Project
- Internship

## ELECTIVES

- Organisational Behaviour
- Operations Management

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Students)
- Hubungan Etnik (Malaysian Students)
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels	3 D
STPM	3 C+
UEC	Min. 5 Credits (inclusive of Mathematics)
Diploma	CGPA 2.5
Foundation Studies	CGPA 2.5
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Credit in Mathematics at SPM level or its equivalent.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, May, September  
and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF ARTS (HONS) IN BANKING & FINANCE

**Receive Comprehensive Training in the Tools & Financial Skills Required in Today's Modern Banking Industry**

The Bachelor of Arts (Hons) in Banking and Finance introduces students to the principles and practice of modern banking, covering aspects of banking, international finance, economics and law.

In this programme, students acquire a firm foundation necessary in the financial services industry, and gain a clear understanding of the functions and internal operations of banks and other financial institutions.

They will also explore the fundamentals behind the assessment of financial needs and pairing of suitable financial products. Students' inquisitive minds are constantly kept fuelled through dialogues on contemporary banking and finance issues such as Financial Crises, Quantitative Easing, Government Policies, Currency Challenges and more. The programme is also designed to give students the skills to manage finance in institutional settings such as banks or investment houses.



## CAREER OPPORTUNITIES

- Financial Controller
- Investment Banker
- Lease Finance Consultant
- Treasury Manager
- Financial Planner
- Investment Manager
- Stockbroker
- Tax Consultant
- Block Chain / Fintech Manager

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1 & 2
- Financial Accounting
- Introduction to Banking
- Management Accounting 1
- Principles of Finance
- Principles of Marketing
- Principles of Economics
- Principles of Management
- Quantitative Methods

## YEAR 2

- Company Law
- Corporate Finance
- Corporate Social Responsibility
- Entrepreneurship
- Financial Markets & Institutions
- Financial Intermediation
- Financial Reporting 1
- Introduction to Econometrics
- Introduction to Taxation
- Professional Development Planning and Leadership Skills
- The Economics of Money and Banking

## YEAR 3

- Corporate Governance in Banking and Finance
- Investment Analysis
- International Finance
- Portfolio Management
- Elective (1 subject)
- Research Methodology
- Final Year Project
- Internship

## ELECTIVES

- Operations Management
- Organisational Behaviour

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Students)
- Hubungan Etnik (Malaysian Students)
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

## ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels	3 D
STPM	2 C+
UEC	Min. 5 Credits (inclusive of Mathematics)
Diploma	CGPA 2.5
Foundation Studies	CGPA 2.5
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Credit in Mathematics at SPM level or its equivalent.

## ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, May, September  
and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF BUSINESS (HONS)

## Be Equipped to Navigate Today's Economy

With business environment and intertwining economies becoming more complex day by day, interdisciplinary knowledge is no longer just an advantage, but a necessity to address the aggressive business needs of today. The Bachelor of Business (Hons) programme addresses this by equipping students with a general business degree, as well as interdisciplinary knowledge and skills in specialised subjects through 5 key business areas, allowing them the freedom to tailor their degree according to their interests in the specific areas of the business world.

- Marketing
- Logistics
- Human Resource Management
- Entrepreneurship
- Enterprise Risk Management

### CAREER OPPORTUNITIES

- Entrepreneur
- Human Resource Manager
- Market Research Analyst
- Logistic Manager
- Digital Marketer
- Social Media Manager
- Operations Manager
- Sales and Marketing Manager

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1 & 2
- Business Law
- Business Statistics
- Financial Accounting
- Macroeconomics
- Management Accounting 1
- Microeconomics
- Principles of Management
- Principles of Marketing

## YEAR 2

- Corporate Social Responsibility
- Entrepreneurship
- Principles of Finance
- Organisational Behaviour
- Research Methodology
- Introduction to Information Technology
- Specialisation (3 subjects)
- Elective (1 subject)

## YEAR 3

- Dissertation (Final Year Project)
- Internship
- Strategic Management
- International Management
- Specialisation (3 subjects)

### SPECIALISATION/ELECTIVES

#### MARKETING

- Brand Management
- Consumer Behaviour
- Integrated Marketing Communication
- Marketing Management
- Marketing Research
- Services Marketing

#### ENTREPRENEURSHIP

- Intrapreneurship
- Family Business & Entrepreneurship
- Global Entrepreneurship
- Brand Management
- Operational Risk Management
- Enterprise Development Project

#### LOGISTICS

- Introduction to Logistics
- Logistic Intelligence
- Logistics Strategy
- Operations Management
- Purchasing Management
- Supply Chain Management

#### ENTERPRISE RISK MANAGEMENT

- Enterprise Risk Management Models and Standards
- Internal Control Models
- Fraud Risk Management
- Operational Risk Management
- Project Risk Management

#### HUMAN RESOURCE MANAGEMENT

- Employment Law
- Human Resource Management
- International Human Resource Management
- Performance Management
- Strategic Compensation
- Economics of Human Resources

#### ELECTIVES

- Consumer Behaviour
- The Economics of Money & Banking
- Employment Law
- International Finance

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Students)
- Hubungan Etnik (Malaysian Students)
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels / STPM	2 Principal Passes
UEC	Min. 5 Credits
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent.

### ENGLISH REQUIREMENT

Local Student	Requirement
Local Student	Band 3 in MUET
International Student	Requirement
International Student	Band 5.0 in IELTS; or a min score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, May, September  
and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF BUSINESS (HONS) WITH LAW

## Obtain Legal Skills Relevant to Professional Business Employment Today

A graduate with a sharp business sense, stellar management skills and a quick legal mind is, inevitably, more sought after, as law and ethics become more intertwined in the management of businesses today. Through the Bachelor of Business (Hons) with Law, students benefit from understanding the relationship between law and business, gain general analytical skills and learn to think critically, ensuring that they gain the breadth and depth of knowledge as well as an inter-disciplinary approach to problem-solving.



### CAREER OPPORTUNITIES

- Business Analyst
- Legal Manager
- Human Resource Consultant
- Entrepreneur
- Company Secretary
- Business Consultant
- Manager
- Risk Analyst

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1 & 2
- Business Law
- Business Statistics
- Financial Accounting
- Macroeconomics
- Management Accounting 1
- Microeconomics
- Principles of Management
- Principles of Marketing

## YEAR 2

- Corporate Social Responsibility
- Entrepreneurship
- Principles of Finance
- Organisational Behaviour
- Introduction to the Legal System
- Law of Contract
- Law of Torts
- Legal Skills
- Introduction to Information Technology
- Research Methodology
- Elective (1 subject)

## YEAR 3

- Company Law
- Intellectual Property Law
- Dissertation (Final Year Project)
- Internship
- Employment Law
- Strategic Management

## ELECTIVES

- International Management
- International Finance
- Consumer Behaviour

## MPU

- Bahasa Kebangsaan A\*
- Life in Malaysia
- Hubungan Etnik (Malaysian Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)
- Pengajian Malaysia 3 (International Students)
- Bahasa Melayu Komunikasi 2 (International Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels/ STPM	2 Principal Passes
UEC	Min. 5 Credits
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a min score of 35 (IBT) or 415 (PBT) in TOEFL
If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College	

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Credit in Mathematics at SPM level or its equivalent.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, May, September  
and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# MASTER OF BUSINESS ADMINISTRATION

## Process of Discovery & Knowledge Generation

The KDU Master of Business Administration (MBA) is a postgraduate programme that blends academic and professional knowledge, where learners are exposed to cutting-edge research and process of discovery and knowledge generation. The programme offers an international perspective for professionals to engage effectively in global environment as well as networking opportunities. Students are able to choose between two specialisation tracks; Enterprise Risk Management (ERM) and Financial Planning (FP).

Enterprise Risk Management (ERM) is offered in collaboration with the Institute of Enterprise Risk Practitioners (IERP®), this MBA track is postgraduate qualification that focuses on the area of Enterprise Risk Management.

Financial Planning (FP) focuses on the areas of financial planning and is catered to professionals that are seeking a postgraduate qualification in the area of Financial Planning.

### What should you expect?

- Faculty members from highly experience academicians and industry practitioners
- An MBA that charts you through to a Professional qualification
- Co-creation between faculty members and yourself in discovery and knowledge generation
- International and professional perspective
- An environment that is open and keeps you curious with a desire to meet new challenges



# ENTERPRISE RISK MANAGEMENT

Enterprise Risk Management (ERM) is a postgraduate programme offered in collaboration with the Institute of Enterprise Risk Practitioners (IERP®). The ERM track is taught by ERM qualified industry practitioners which makes it the **1st programme in the World** to have done so. The affiliation with IERP ensures ERM specialisation curriculum focuses on practical and holistic aspects of enterprise risk management.

## Why ERM?

- A key business discipline which supports the principles of commercial sustainability as well as organisational resilience and agility.
- Supports the requirements of corporate governance, enhances corporate strategy, and adds significant value to any organisation's performance.
- Equip students with the practical tools to be able to successfully guide their business strategically and operationally.

Our affiliation with Institute of Enterprise Risk Practitioners (IERP®) ensures that the programme focuses on practical and holistic aspects of enterprise risk management.

This ERM track offers graduates 6 modules exemptions out of 11 modules exemptions from the IERP®'s Enterprise Risk Manager Professional Certification for all relevant subjects\* undertaken during the programme, as well as participation as a member at the IERP at a nominal fee.



# PROGRAMME STRUCTURE

## CORE

- Accounting & Finance for Manager
- Business Economics
- Human Resource Management
- Marketing Management
- Strategic Management

## RESEARCH

- MBA Research Project & Dissertation
- Research Methodology

## SPECIALISATION

- Business Continuity Management\*
- Implementation of Enterprise Risk Management and Key Risk Indicators\*
- Investment Risk Management\*
- Market, Credit and Operation Risk\*
- Risk Control Self Assessments and Internal Control Models\*

## ELECTIVES (Choose 1)

- Business Ethics
- Enterprise Governance\*
- Organisational Behaviour
- Tax Planning

\*subject exemptions for ERM professional qualification by IERP

## ENTRY REQUIREMENT

Academic Qualification	Requirement
Bachelor Degree	Completed with a min. CGPA of 2.50 or its equivalent qualifications  Candidates without a min. CGPA of 2.50 can be accepted with a min. of 5 years relevant working experience

## ENGLISH REQUIREMENT

<b>Local Student</b>	Band 5 in MUET
<b>International Student</b>	Band 6.0 in IELTS; or a min score of 60 (IBT) or 499 (PBT) in TOEFL; or score 50 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

**Duration:**  
1 year 4 months / 2 years

**Course Mode:**  
Full Time / Part Time

**Intakes:**  
January, May and September

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# FINANCIAL PLANNING

Financial Planning (FP) is an ongoing process to assist one in making sensible decisions about money that can help in achieving one's goal in life. This FP track is taught by a team of qualified and experienced faculty members. The curriculum focuses on a broad range of financial planning skills that are the basics for any professionals that seeking such knowledge.

## Why do a Financial Planning qualification through KDU MBA?

- The course is administered through a mixture of practical as well as the underlying theories and concepts of the financial planning industry.
- The use of various research tools, techniques and learn how to apply them practically.
- The course would provide a solid foundation in financial planning
- Your ideal way to obtain the Certified Financial Planner (CFP) certification

This FP track offers graduates 3 modules exemptions out of 4 modules exemptions to Financial Planning Association of Malaysia's (FPAM) Certified Financial Planner (CFP) certification for all relevant subjects\* undertaken during the programme, as well as participation as a member at the FPAM at a nominal fee.



# PROGRAMME STRUCTURE

## CORE

- Accounting & Finance for Manager
- Business Economics
- Human Resource Management
- Marketing Management
- Strategic Management

## RESEARCH

- MBA Research Project & Dissertation
- Research Methodology

## SPECIALISATION

- Estate Planning and Retirement Planning\*
- Financial Plan Construction and Professional Responsibilities\*
- Foundation in Financial Planning\*
- Investment Planning\*
- Risk Management and Insurance Planning\*

## ELECTIVES (Choose 1)

- Business Ethics
- Enterprise Governance
- Organisational Behaviour
- Tax Planning\*

\*subject exemptions for CFP Certification Education Program by FPAM

## ENTRY REQUIREMENT

Academic Qualification	Requirement
Bachelor Degree	Completed with a minimum CGPA of 2.50 or its equivalent qualifications  Candidates without a minimum 2.50 can be accepted with a min. of 5 years relevant working experience

## ENGLISH REQUIREMENT

<b>Local Student</b>	Band 5 in MUET
<b>International Student</b>	Band 6.0 in IELTS; or a min score of 60 (IBT) or 499 (PBT) in TOEFL; or score 50 and above for Pearson English Test
If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College	

**Duration:**  
1 year 4 months / 2 years

**Course Mode:**  
Full Time / Part Time

**Intakes:**  
January, May and September

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# DOCTOR OF PHILOSOPHY (BUSINESS)

As Malaysia continues its progress into a knowledge based economy, the understanding of business principles is paramount and inevitable as this knowledge will be used to produce tailored made business solutions to cater to the local economy. A Doctorate in Business will develop potential expertise to adapt to current business needs and changes as the programme employs a digital and technology-based approach to supervision and independent learning.

Postgraduates undertaking the PhD (Business) at KDU are required to complete an original research project under the guidance of an expert supervisor. The research project prepares graduates to develop subject expertise in their unique, chosen field.

At KDU, the PhD (Business) pulls expertise from various Schools in KDU and emphasizes a multi-disciplinary, cross-functional approach to harness the novelty of the student's project in delivering business value. The programme employs a digital and technology-based approach to supervision and independent learning.



## CAREER OPPORTUNITIES

- Management
- Business Owners
- Start-ups
- Lecturer
- Postdoctoral Fellow
- Research Associate

# PROGRAMME STRUCTURE

---

## RESEARCH PROPOSAL

---

- Students will systematically structure and develop their research by developing a research proposal, which would guide the student through the entire research process.

## PROPOSAL DEFENCE

---

- A presentation session chaired by KDU with invited panel of examiners to ensure the candidate is able to articulate their research ideas and plans, as well as having the necessary skills to carry out research activities as proposed.

## RESEARCH

---

- Upon the approval of the research proposal, under the guidance of their supervisors, student will work independently on their research projects.

## THESIS

---

- Upon completion of their research, students will document the research project and process in a thesis. Typically, thesis for PHD should not be more than 80,000 words.

## VIVA VOLCE

---

- Upon completion of research and thesis, candidate will undergo an oral presentation, chaired by experts in the field.

### ENTRY REQUIREMENT

---

Entry Level	Minimum Entry Requirement
Master Degree	Masters degree from a recognized institution.

---

### ENGLISH REQUIREMENT

---

Local Student	Band 5 in MUET
International Student	Band 6.0 in IELTS; or a min score of 60 (IBT) or 499 (PBT) in TOEFL; or score 50 and above for Pearson English Test

---

If English language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

**Duration:**  
Minimum. 3 Years  
Maximum. 8 Years

**Course Mode:**  
Full Time / Part Time

**Intakes:**  
January, May and September

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# CHESTER BUSINESS PROGRAMMES AT KDU

**Gain Globally-Recognised Qualification with the University of Chester Business Programmes at KDU College**

Through our collaboration with the University of Chester, students are able to gain internationally-recognised bachelor degree qualifications at KDU College (Damansara Jaya campus), which are equivalent to those awarded by Chester's home campus in the United Kingdom. Our students thus have the best of both worlds at their doorstep.

## WHY STUDY UNIVERSITY OF CHESTER PROGRAMMES AT KDU COLLEGE

### QUALITY ASSURANCE

Curriculum delivery, development and assessment of students are monitored, approved and conducted in accordance to regulations by QAA (UK) and MQA (Malaysia).

### FLEXIBLE STUDY PATHWAYS

Students have the option of completing their degree in Malaysia or transfer to University of Chester in the UK.

### 21ST CENTURY OUTLOOK

Syllabus and materials are up-to-date to reflect the changing landscape of the business world, which is constantly updated to address international integration of markets and economics.

### UNIVERSITY OF CHESTER BURSARY

University of Chester - KDU students transferring to University of Chester, UK, are entitled to a €500 bursary per annum.

### GLOBAL RECOGNITION

Transcript and parchment are awarded by University of Chester upon completion of studies and are internationally recognised.

### BUILD-ON SKILLS

University of Chester's Year One modules help students develop broad knowledge skills, Years Two and Three modules prepare students to put skills into practice through business case applications, and develop management, leadership and / or entrepreneurship skills.

### StARS - STUDENT ACADEMIC REPS

StARS ensure that student voices are heard. Beside being responsible in seeking the views of their course mates, be it on academic or non-academic matters, and sharing the findings with the university, StARS will also gain exceptional student learning experience through participation in campaigns, events and meetings.



# UNIVERSITY OF CHESTER (UK)

The University of Chester is one of the oldest English higher education establishments of any kind, pre-dating all but Oxford, Cambridge, London and Durham. It was founded in 1839, and its original buildings in the ancient city of Chester were the first in the country to be purpose-built for the professional training of teachers.

Across its 6 campuses, the university has over 18,000 students, drawn from across 130 countries, including the United Kingdom, Europe and overseas, particularly France, Germany, Spain, Finland, Australia, the United States, India, China, Thailand, Turkey, Pakistan, Malaysia and more.

Its diverse range of programmes, with 477 course combinations on offer, across 8 academic faculties include foundation programmes, a suite of undergraduate degrees, as well as both taught and research master's and doctoral level of study.

## ACADEMIC EXCELLENCE & RANKINGS

The University of Chester is a public institution and as such, it is reviewed and audited on a regular basis by a number of government agencies. It is committed to maintaining high academic standards and the quality of educational provision at the university have been praised by UK higher education supervisory bodies (QAA and OFSTED).

### CHESTER RANKS HIGHLY IN LEAGUE TABLES FOR BUSINESS PROGRAMMES:

- **Chester Business School is ranked 21st out of 130 business schools in the UK**  
(Chartered Association of Business Schools 2015)
- **Ranked 48th out of over 100 UK universities for Business and Management Studies**  
(The Guardian University Guide 2016)

### CITY OF CHESTER

The city of Chester is located very close to Manchester and Liverpool, and is a lovely city that is on every tourist's 'must see' itinerary.

Although Chester is considered small compared to some other British cities, it offers culture, architecture, shopping and dining in a compact setting, allowing international students to feel instantly secure in their beautiful and cosmopolitan surroundings. Each year over 8 million people flock from all over the world to see one of the best preserved walled cities in Europe.

Chester is also famous for expanding industries. Companies such as Airbus, Bank of America, HBOS, Coca Cola Schwepps, Marks & Spencer, TATA, GM Motors, Bentley, and Electronic Arts Technologies have large scale operations based in the immediate area of the University of Chester.

### CHESTER KEY FACTS

- **University of Chester ranked 29th out of 117 for Student Experience**  
(Times Higher Education)
- **2nd best city to live in the UK**  
(Hot Housing Index)
- **Employability rankings are over 90% within six months of graduation**
- **5th happiest place in UK**
- **14,697 students from 115 countries in the last five years**

## EXCELLENT FACILITIES

The University of Chester campuses have excellent teaching, study and recreational facilities. These include state-of-the-art lecture theatres, open-access computer facilities, modern science / skills / language laboratories, a modern library which holds approximately 350,000 books and a virtual library that is accessible even off campus via any networked computer. There is also a wide variety of sports facilities including modern and fully equipped Sports Hall, Gymnasium, Fitness Centre, the two-lane 350-metre Athletics Track, 25-metre indoor Swimming Pool and all-weather artificial turf pitches / grass pitches.

## GUARANTEED STUDENT ACCOMODATION

University student accomodation is guaranteed for all new international students. The University of Chester have a wide range of student accomodation available to suit individual needs and budgets. All university-owned accomodation is either on campus or a short walk away and no more than a 20 minute walk from the city centre.

## CAREERS SERVICES

Students have access to a huge range of career services, be it work shadowing placements, help with CVs and job applications or mock job interviews, all designed to help them to find work while they study, or prepare them for a graduate career.

- Work-based placements for undergraduate students.
- A wide portfolio of undergraduate sandwich business courses with 1 year placement.
- Between 90 and 100 employers visit the university each year for various purposes.
- A number of jobs and volunteering fairs organised throughout the year.
- International students can work up to 20 hours per week during term time and full time during vacations.

## 95% GRADUATE EMPLOYABILITY

The University of Chester is one of the best performing universities in the North West for employability, with 95.1% of its graduates in work or further study (DLHE 2015). Students are provided with a superb range of opportunities to help them gain the experience, skills and knowledge that they need to succeed during their time at university and beyond. Students are also supported by information, advice and guidance services which have been nationally commended.



# UK PROGRAMMES STUDENT VOICE



**HAIRYL FAIZUDDIN** (STUDIED UK BUSINESS DEGREE @KDU COLLEGE)

I enjoyed myself while studying in KDU School of Business & Social Sciences. The lecturers are very engaging, pleasant and willing to go all out to assist students with questions relative to their studies. Similarly, the administration staffs are also diligent, and tends to student's problems with confident and assurances.

The studying environment is ideal for students to revise on their own, or to discuss assignments with others. Facilities such as the library, computer labs, 24 hours study room, and students' lodge are kept clean and accessible to all students. There are also Jamming studios for students who enjoy making music, or having fun after a long day of studying. Proud to call KDU SBSS as my Alma Mater



**FARAH AIDA BINTI CHE YUSOFF** (STUDIED UK BUSINESS DEGREE @KDU COLLEGE)

"My time at KDU has been an enriching experience. Studying for a degree wasn't easy but I was lucky because my lecturers were highly qualified, committed and helpful. Thanks to my Business Degree at KDU College, I was employed within two months of my graduation. Choosing KDU over other universities is one of my best decisions. I would certainly recommend KDU to any prospective students."



**JIA XUE THE** (STUDIED UK BUSINESS DEGREE IN KDU COLLEGE)

I can proudly say that opting for UK Business Degree at KDU College to pursue my Bachelor's Degree is one of the right decision that I made in my life. The programme is challenging me in writings which required me to think critically, analyse and evaluate the information through reading, but after all the hard work that I went through, now, I'm rewarded by how to think critically, how to handle problem solving situation, work harder and push my boundaries further. My experience in KDU College not only prepared me well for my career but also prepared me for life outside of my career.

My lecturers has taught me in broadening my horizons, equipped me with valuable skills as well as reinforced me the importance of holding a positive attitude towards stressful situations. Because of the support that KDU college given to me, I was employed to an oversea multinational company within a month after my graduation! Thank you once again KDU college!

# BACHELOR OF ARTS (HONS) IN BUSINESS MANAGEMENT (3+0)

## Develop Practical Understanding of Business Principles and Skills in Management

The programme provides opportunities for students to develop knowledge, skills, behaviours and aptitudes that not only correspond with the dynamic nature and needs of modern management practices, but also necessary to face challenges in the corporate world.

As Business Management is a versatile field, students in this programme will find that their career options are varied, whether they're interested in becoming a business owner or joining an organisation to climb up the corporate ladder.

### Strong Business Mindset

In-depth understanding and knowledge of the interrelationships amongst how organisations are managed as a whole, the external environment in which they operate and specialisations of different aspects in business management.

### Current and Modern Electives

Up-to-date elective choices such as Digital Marketing Futures, Leadership and Change Management to reflect the changing business landscape.

### Global Recognition

Some subjects studied will be given exemptions from professional qualifications, such as the Institute of Leadership and Management (ILM), the Chartered Management Institute (CMI) and the Chartered Institute of Marketing (CIM) in UK.



### CAREER OPPORTUNITIES

- Sales Manager
- Account Manager
- Corporate Investment Banker
- Finance Manager
- Human Resource Manager
- Merchandising Manager
- Business Analyst
- Risk Manager
- ..and more!

# PROGRAMME STRUCTURE

## YEAR 1

- Developing Professional Practice
- Finance for Managers
- Global Business Environment
- Managing People and Organisations
- Marketing Principles
- Operations and Quality Management

## YEAR 2

- Contemporary Issues in Business and Management
- Electives (2 Subjects)
- Human Resource Management
- Operational Decision Making
- Research in Context

## YEAR 3

- Electives (2 Subjects)
- Management Research Project
- Strategic Management
- Sustainable Entrepreneurship

### ELECTIVES

#### YEAR 2

- E-Business Management
- Financial Decision Making
- Marketing Management

#### YEAR 3

- Digital Marketing Futures
- International Financial Management
- Leadership and Change Management
- Marketing Communications
- Preparing for Professional Success

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International students)
- Critical Thinking & Reading Skills
- Community Services and Co-curricular Activities
- Hubungan Etnik (Malaysian students)
- Life in Malaysia
- Pengajian Malaysia 3 (International students)
- Tamadun Islam dan Tamadun Asia (Malaysian students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
STPM	CCC
GCE A Levels	CC / CDE (Minimum 12 points)
UEC	5Bs With Pass in Mathematics and English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a min score of 35 (IBT) or 415 (PBT) in TOEFL
If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU	

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
February, May and October

**Course Location:**  
KDU College, Damansara Jaya

# BACHELOR OF ARTS (HONS) IN INTERNATIONAL BUSINESS MANAGEMENT (3+0)

## Develop Valuable Global Business Skills

This programme provides the essential skills, practices and specialisation for students seeking a future as international business leaders, and prepares them for responsibilities in multinational organisations. It balances the fundamentals of business administration with a global perspective.

### International Business Perspective

- Exposure to international business modules such as Global Business Environment, Globalisation and Business, Leading International Business, International Management in Practice and International Management.
- Students will be distinguished by their enhanced capacity to develop and apply their own perspectives to deal with contemporary challenges and issues in the modern international business environment and the organisations in which they operate.

### Strong set of cognitive, intellectual, personal and interpersonal skills

- Develop cognitive and intellectual skills, from critical thinking, analysis and synthesis, with opportunities to translate these into effective problem-solving and decision-making skills in real-life business cases.
- Hone personal and interpersonal skills such as leadership, persuasion and influencing skills to be prepared and equipped for the working world.



### CAREER OPPORTUNITIES

- Financial Analyst
- Stock Broker
- Product Manager
- Foreign Service Officer
- Trade Specialist
- Advertising Manager
- Supply Chain Manager
- Logistics and Distribution Manager
- Financial Controllers
- International Management Analyst
- Business Development Directors
- ...and more!

# PROGRAMME STRUCTURE

## YEAR 1

- Developing Professional Practice
- Finance for Managers
- Global Business Environment
- Managing People and Organisations
- Marketing Principles
- Operations and Quality Management

## YEAR 2

- Financial Decision Making
- Globalisation and Business
- Leading International Business
- Marketing Management
- Operational Decision Making
- Research in Context

## YEAR 3

- Electives (2 subjects)
- International Management in Practice
- Management Research Project
- Strategic Management

### ELECTIVES

- International Financial Management
- Leadership and Change Management
- Managing Employee Performance
- Preparing for Professional Success

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International students)
- Community Services and Co-curricular Activities
- Critical Thinking & Reading Skills
- Hubungan Etnik (Malaysian students)
- Life in Malaysia
- Pengajian Malaysia 3 (International students)
- Tamadun Islam dan Tamadun Asia (Malaysian students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
STPM	CCC
GCE A Levels	CC / CDE (Minimum 12 points)
UEC	5Bs with Pass in Mathematics and English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0

Any other qualifications deemed equivalent by the Ministry of Higher Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a min score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
February, May and October

**Course Location:**  
KDU College, Damansara Jaya

# BACHELOR OF ARTS (HONS) IN GLOBAL ENTREPRENEURSHIP & BUSINESS MANAGEMENT (3+0)

## An Entrepreneurial Approach to the Business World

In this programme, students are not just presented with a degree certificate upon graduation - they are equipped with the right skills to initiate and manage new business ventures, and make their mark in the business arena. The programme is designed to meet the intense demand for business professionals who are able to manage innovation and develop an entrepreneurial approach to organisational structure, financial architecture and market growth.

### Entrepreneurial Mindset

- Develops a 'can-do' entrepreneurial mind-set in students and equips them to lead innovation and change through subjects such as Essentials of Entrepreneurship, Entrepreneurial Thought and Action, Managing New Business Ventures and Sustainable Entrepreneurship.
- Trains students to develop the skills and confidence to create, recognise and utilise business opportunities.

### Real-World Experience

- Learn about innovative leadership and management concepts and techniques from other young entrepreneurs.
- Students will also get to flex their entrepreneurial muscles at each level of the programme through experimentation in real business situations, including starting and running at least one live business.

### Practical & Professional Skills

- Develop essential skills from communication, problem-solving and decision-making skills, to professional skills such as creative and innovative responses to professional challenges, and successful professional goal setting towards achievement.

### CAREER OPPORTUNITIES

- International Account Manager
- Product Manager
- Operations Analyst
- Research Associate
- Account Manager
- Brand Manager
- Business Development Manager
- Consultant
- Finance Manager
- Entrepreneur  
...and more!



# PROGRAMME STRUCTURE

## YEAR 1

- Developing Professional Practice
- Essentials of Entrepreneurship
- Finance for Managers
- Introduction to Digital Marketing
- Managing People and Organisations
- Marketing Principles

## YEAR 2

- Entrepreneurial Thought and Action
- E-Business Management
- Financial Decision Making
- Globalisation and Business
- Marketing Management
- Research in Context

## YEAR 3

- Electives (2 subjects)
- Managing New Business Ventures
- Management Research Project
- Sustainable Entrepreneurship

## ELECTIVES

- Digital Marketing Futures
- International Financial Management
- Leadership and Change Management
- Marketing Communications
- Preparing for Professional Success
- Strategic Management

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International students)
- Critical Thinking & Reading Skills
- Community Services and Co-curricular Activities
- Hubungan Etnik (Malaysian students)
- Life in Malaysia
- Pengajian Malaysia 3 (International students)
- Tamadun Islam dan Tamadun Asia (Malaysian students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
STPM	CCC
GCE A Levels	CC / CDE (Minimum 12 points)
UEC	5Bs With Pass in Mathematics and English
Diploma	CGPA 2.0
Foundation Studies	CGPA 2.0

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 3 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a min score of 35 (IBT) or 415 (PBT) in TOEFL

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
February, May and October

**Course Location:**  
KDU College, Damansara Jaya

# STUDENT LIFE

## Vibrant Community

Being on campus is one of the most exciting phases in an individual's life. A university campus is a safe and encouraging space for students to come together to learn, be inspired and spend time with their peers within a vibrant and conducive environment.

At KDU, students can opt to run for the KDU Student Council, a student-elected body which serves as a bridge between the university management and students, or get involved in the numerous clubs and societies available – from dance to debate, sports to student entrepreneurship, games to culture.

KDU's Student and Alumni Centre (SAC) creates and maintains the vibrancy required in a student's life in order to enhance positive experiences. SAC also looks to provide the highest level of quality support and welfare by cultivating five fundamental needs: social, mental, physical, emotional and spiritual aspect in order to maximise both academic and personal development. In line with the Malaysia Education Blueprint (MEB), the KDU YOUTH Empowerment Plan includes five key holistic initiatives to anchor students to adopt healthy lifestyle and maximise learning experiences.



### FITSPIRATION

Injecting a dose of fitness into students' daily lives, this initiative encompasses all activities that will feed and boost students' body, mind and soul, such as yoga, basketball, badminton, various talks on wellbeing, and more.



### CAREER EXPLORATION

This initiative helps students explore the various internship or job options that fit their interests, skills, and abilities. Through this initiative, students can enjoy career enrichment talks, industry engagements as well as the career placement fair.



### SUSTAINABILITY

The Sustainability initiative is to create awareness for students to become conscious of the importance and need to sustain the world we live in. Students and staff are encouraged to waste not and to live a green life.



### HATCH UP

Hatch Up aims to facilitate students in learning to develop entrepreneurial skills, by supporting creativity, self-generated ideas and efforts. This action plan intends to give KDU graduates a chance to see their ideas take shape in reality, with support from the university, and further fuel their journey to be a self-made success by developing an entrepreneurial mindset – driven, resourceful, persistent, and above all, dedicated to a cause to call their own.



### CULTURATION

Diversity is a big part of who we are as a society. Culturation aspires to encourage students to appreciate these differences and understand how culture influences the way they see the world. Activities students can look forward to include diversity and inclusion camps, cultural exchanges and such.



Culturation: Malay Cultural Society Homestay



CSR Activities with a Local Orphanage



Outdoor Activities at the PAC Camp



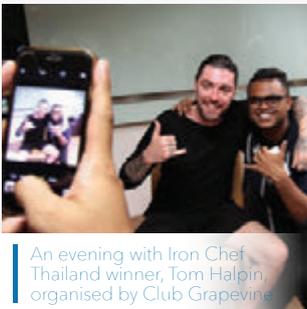
Career Exploration: Internship Fair



Strikes for Charity - Bowling Tournament by Pre-United Club



Culturation: KDU International Students Society visits Tugu Negara



An evening with Iron Chef Thailand winner, Tom Halpin, organised by Club Grapevine



Career Exploration: Students visit BFM radio station



2015 Sports Carnival Launch with YB. Khairy Jamaludin, Minister of Youth and Sports, Malaysia



Dance routine by Performing Arts (PARTS) Club



Peer to Peer Training Camp



Voices of Moderation Youth Campaign



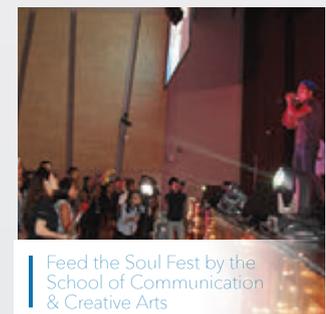
Culturation: KDU 2nd International Student Entrepreneurship Conference



KDU Sustainability Initiative



Blood Donation Drive by Leo Club



Feed the Soul Fest by the School of Communication & Creative Arts

# CAMPUS LIFE & FACILITIES

## KDU COLLEGE, DAMANSARA JAYA

The iconic KDU College campus is located in trendy Damansara Jaya, where students enjoy unparalleled convenience, being a stone's throw from various malls such as the newly refurbished Atria Mall, Tropicana City Mall and One Utama, an array of F&B outlets, amenities such as medical centres, as well as greeneries in neighbouring Bandar Utama Central Park and Bukit Kiara Park.

Students thus have the best of both worlds; an awesome lifestyle experience with access to quality international programmes. The Damansara Jaya campus boasts of lecture halls, an auditorium, a modern cafeteria, as well student lounges and collaborative spaces.



The Student Residence, situated in the Damansara Jaya residential area, is fitted with comfortable and quality furnishing to make students feel at home.



The Student Lounge allows students to relax and unwind with their friends between classes.



The Pandemonium Jamming Space is a hotspot for students to kick back and jam up some funky sounds and music.



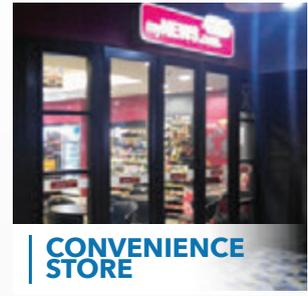
Studying late is made comfortable and safe with our 24/7 Study Room, accessible only with electronic student card system with 24-hour video surveillance.



| SCIENCE LAB



| LIBRARY



| CONVENIENCE STORE



| LECTURE THEATRE



| MOOT COURT



| ADP LOUNGE



| COMPUTER LAB



| CAFETERIA



| AUDITORIUM

## FACILITIES

- 24/7 Study Room
- ADP Lounge
- Auditorium
- Basketball Court
- Computer Lab
- KDU Square - Cafeteria
- Lecture Theatre
- Library
- Moot Court
- Pandemonium
- Jamming Studio
- Science Laboratories
- Student Lounge
- Student Accommodation

# CAMPUS LIFE & FACILITIES

## KDU University College, Utropolis Glenmarie

KDU University College's 10-acre flagship campus at Utropolis Glenmarie was designed around the philosophy that learning is pragmatic and can happen anywhere!

The campus comprises of collaboration spaces and discussion cubes, along with state-of-the-art lecture halls and classrooms to allow the most productive conversation and dialogue. The extensive teaching facilities include the latest and fully equipped culinary kitchens, production studios and labs, student lounges and comprehensive Wi-Fi coverage.

We also understand the need for large spaces in order to nurture out-of-the-box ideas and thoughts, therefore there are open spaces abound with large atrium and multipurpose court. There is also a landscaped amphitheatre overseeing the multipurpose

court for spectators to get an up-close view of various sporting activities, gathering and events.

Just next door, the 21-acre development include the two-storey Marketplace with various retail outlets, complete with alfresco dining, entertainment outlets, grocers, banks and other services, as well as SOHOs (small office-home offices) and Utropolis Suites apartments, making it a beacon for residents and business executives in the neighbouring areas.



Utropolis is a live-and learn, work-and-play integrated university metropolis, modelled after the likes of student cities such as Oxford (UK) and Boston (USA).



KDU is a certified green campus with 16.3% green foot print. The campus has naturally-ventilated courtyards and corridors, and is fitted with various energy-efficient systems.



Our Student Residence is on-campus, comprising of a 7-storey block, with separate male and female wings, that accommodates up to 580 students.



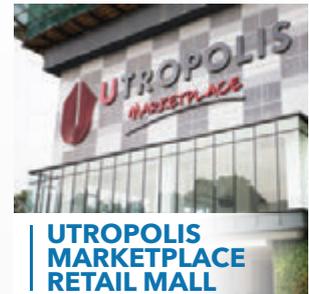
The 50,000sq ft library encompasses three storeys, and includes a coffee bar, discussion areas and various learning pods.



| BASKETBALL COURT



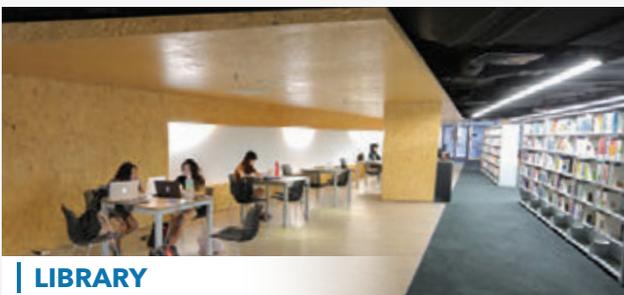
| LECTURE THEATRE



UTROPOLIS  
MARKETPLACE  
RETAIL MALL



| LEARNING PODS



| LIBRARY



| CAFÉ 8IGHTY 7EVEN



| COMPUTER LAB



| CAFETERIA



| STUDENT LOUNGE

## FACILITIES

- KDU FM
- Radio Broadcast Studio
- The Frame
- TV Production Station
- Creative Waves
- Radio Production & Recording Studio
- Shutters
- Photography Studio
- Pixel
- Mac Lab
- Engineering Labs
- Culinary Lecture Theatre
- Various culinary kitchens including hot, molecular, butchery & bakery kitchens
- Artisanat
- Kitchen Artistry Room
- Glace
- Ice Carvery
- Bacchus
- Wine Lab
- Equatorial Mock Suite
- Café 8ighty 7even by Coffex
- Dewakan
- Fine Dining Restaurant
- Mirabelle & Saveur
- Training Restaurants
- Area 51 Game Development Studio & Game Vault
- Multipurpose Hall
- Cafeteria
- Computer Labs
- Student Lounge
- Library
- Learning Pods
- Student Accommodation Village

Real world education meeting real world needs.  
Turn for your future.



# PARAMOUNT EDUCATION

Paramount Education is the education arm of Paramount Corporation Berhad (PCB), a public listed company with diverse interests and strong positions in property development, investment, construction and educational services.

It is a fully integrated education services provider, offering national and international curriculum in primary and secondary schools, through to undergraduate, postgraduate, as well as executive and professional development programmes.



Sekolah Sri KDU®



Sri KDU International School

By Paramount Education  
**KDU UNIVERSITY COLLEGE SDN BHD 76997-T**  
**KDU COLLEGE (PJ) SDN BHD 879955-T**

All information provided in the 2018 KDU PROSPECTUS is up-to-date and accurate at the time of publication. KDU reserves the right to add and many other alternations, as it may deem necessary.

Published by KDU - December 2018

**KDU UNIVERSITY COLLEGE,  
UTROPOLIS, GLENMARIE**

KPT/JPT/DFT/US/B29

Jalan Kontraktor U1/14, Seksyen U1  
40150 Shah Alam, Selangor, Malaysia

**CONTACT:**

Tel: +603 5565 0538 | Fax: +603 5565 0539

**KDU COLLEGE,  
DAMANSARA JAYA**

DK280-01 (B)

SS22/41, Damansara Jaya  
47400 Petaling Jaya, Selangor, Malaysia

**CONTACT:**

Tel: +603 7953 6688 | Fax: +603 7953 6699



[best@kdu.edu.my](mailto:best@kdu.edu.my)



[KDUEducation](#)



[KDUEducation](#)