
PROGRAMME OVERVIEW

INTRODUCTION

The world has never been so small. The trend towards globalization has given birth to a worldwide community, and a worldwide marketplace. Our cross cultural understanding can help bridge the gap between the nation and International business environments. Understanding local businesses, culture, customs and regulations is an integral part of doing business in a worldwide community. International business is a term that collectively describes all commercial transactions that take place between two or more nations. It deals with international trade, which is the exchange of capital, goods, and services across international borders or territories.

Therefore, International Business offers the knowledge and training that will pave the way to a successful international career working for multinational companies and it will give students insights on the latest business concepts and management techniques from an international context. Students will learn the best ways to conduct business in different countries by exploring the dynamic interplay between organizations and business systems with culture, ethnicity, world trade and financial markets.

The Department of Polytechnic Education (DPE) has collaborated with the international business industry practitioners through dialogues and meetings held with the Academic Advisory Board in developing the curriculum for the programme. This collaboration aims to equip and enhance students with up to date knowledge and relevant skills and competencies to meet the current market requirements and demands. This move is initiated to blend learning with simulated real life working experience which will prepare students for a competitive edge in today competitive job and business environment. To address these issues the Curriculum Development and Evaluation Division (CDED) at DPE has realign the existing Diploma Business Management (International) curriculum programme to keep pace of the current technology changes. The curriculum integrates all business activities and information technology that are needed in developing an effective international business. Students who undertake this programme will benefit from broad job prospects apart from having the opportunities to use their entrepreneurial skills by starting their own related businesses.

SYNOPSIS

Diploma in International Business is one of the popular and much sought after qualifications by employers. It is developed to assist management to plan, implement, and apply acquired skills in various global business industries. The course content is designed in such a way that it is able to educate students with comprehensive knowledge and skills in related fields. Diploma in International Business covers export and import practices, managing international marketing activities and to carry out marketing research for international trade purposes. This programme aims to provide the fundamental knowledge about the importance of trade between countries, the importance of good relations between the government, knowledge of the country's legal system, risk and insurance, the efficiency of financial management and of foreign requirements, supply chain management in managing supply and demand and logistics activities. The programme is also design to include various area of studies such as accounting, economic, statistic and management. All students have to undergo a six months industrial training in the fourth semester to gain working experience and better understanding of business world.

JOB PROSPECT

The knowledge and skills that the students acquire from the programme will enable them to participate in the job market as:

Operations and Logistics

- 1. Freight Forwarders Officers*
- 2. Logistics Office*
- 3. Transport Officers*
- 4. Warehouse Officers*
- 5. Freight Forwarders Agent*
- 6. Logistic Planner Assistant*
- 7. Customs Officers*
- 8. Shipping Operations Office*

Finance/Banking

1. *Finance Officers*
2. *Banking Officer*
3. *Assistant manager*
4. *Assistant Economy Officer*
5. *Purchasing Officer*
6. *Offshore Officer*

Marketing

1. *Marketing Officer*
2. *Sales Officer*
3. *Event Manager*

Management

1. *Human Resource Officer*
2. *Diplomatic and Affair Officer*
3. *Public Relation Officer*
4. *Assistant Enforcement Officer*
5. *Assistant Accountant Officer*
6. *Assistant Information Officer*
7. *Assistant Corporate Governance*

VISION

To be the Premier Industry-led TVET institution

MISSION

- *To provide access to quality and recognized TVET programme.*
- *To develop industry-led curriculum and enhance graduate readiness through coordinated industry engagement.*
- *To produce balanced and enterprising graduate through dynamic and sustainable study programme.*
- *To gain international recognition through collaboration and active participations in TVET community.*

PROGRAMME AIMS

The Diploma in International Business graduates in Polytechnics, Ministry of Higher Education will have knowledge, technical skills and attitude to adapt themselves with new technological advancement and challenges in International Business fields.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Diploma in International Business programme shall produce semiprofessionals who are:

- 1. knowledgeable, technically competent in International Business discipline and able to adapt themselves with new technological advancement and challenges in International Business fields.*
- 2. effective in communication and able to prepares them with social skills, leadership qualities and willing to be responsible towards developing country and community.*
- 3. capable to solve International Business problems innovatively, creatively and ethically to secure organizations against internal and external security threats.*
- 4. able to demonstrate entrepreneurship skills and recognize the need of lifelong learning for successful career advancement.*

PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the program, the student would be able to:

- 1. apply the fundamental concepts and principal of international business and other related field of studies.*
- 2. use technical skills to arrange the appropriate document and procedure related in international business.*
- 3. communicate effectively with international business players, related agencies, other professional and community.*
- 4. use appropriate tools and techniques to recommend effective solutions in encountering threats and risks of international business.*
- 5. develop effective social responsibilities and humanistic values to contribute positively to the society.*

6. *engage in life-long learning and professional development to enhance knowledge and competencies.*
7. *inculcate entrepreneurial and managerial skills in the related disciplines that contributes towards national growth and be competitive in international business field.*
8. *adhere and adopt professional codes of ethics to adapt in the real challenge in the working environment.*
9. *demonstrate effective leadership and teamwork responsibility.*