



# PROFESSIONAL CERTIFICATE IN BUSINESS ADMINISTRATION

## ABOUT THE PROGRAMME

- Weekend classes
- 2 days class per module
- Assessment per module

## FACILITATOR

Facilitators from Universiti Teknologi Malaysia and / or industry.

## COURSE CONTENT

### 1) TALENT MANAGEMENT

- Evaluate suitable approaches to recruitment and selection based on specific talent/manpower planning
- Explore talent management practices and application (training, succession planning for leaders and performance management and strategic Reward system) within an organisational context
- Evaluate employee relations and the application of talent management practices that inform and influence decision-making in an organisational context

### 2) OCCUPATIONAL SAFETY AND HEALTH MANAGEMENT

- Discuss the importance of safety and health
- Identify various hazards at the workplace
- Recommend hazard control measures
- Assess the risk identified

### 3) BUSINESS LAW

- Understand legal issues and principles in management and business
- Solve basic legal problems in business
- Implement legal principles in decision making process in business

### 4) ACCOUNTING AND FINANCIAL MANAGEMENT

- Learn basic financial principles and apply them in a real-world context
- Understand financial statements and analysis
- Explore the linkage between strategy and finance
- Develop an ability to use financial techniques to guide decision-making

### 5) INNOVATION, CREATIVITY & ENTREPRENEURSHIP

- Explain the fundamental concepts and principles of entrepreneurship
- Identify sources of new ideas and various entrepreneurial methods and demonstrate implementation of new ideas
- Pitch a business idea
- Acquire and apply knowledge on how to develop successful business plan

### 6) ORGANIZATIONAL BEHAVIOUR

- Identify and understand the four emotional intelligence competencies
- Explore and apply emotional intelligence to interact with the team and build consensus
- Manage emotions in decision making and enhance group dynamics

### 7) E-MARKETING (SALES & MARKETING)

- Identify and create the best marketing and sales implementation strategy for digital platform.
- Perform sales and brand management activities on digital platforms
- Perform customer management activities on digital platforms

### 8) PROJECT PLANNING, MANAGEMENT AND CONTROL (PPMC)

- Perform project planning strategies to ensure its success
- Apply project planning methodologies and tools to determine project duration, cost and quality
- Able to decide on the optimum use of resources, control cost and project delivery schedule

# REGISTRATION FORM

To confirm your registration, please complete this form including payment.

YES! Please register the following participant(s) for this course

I am interested but unable to attend. Please put me on your mailing list

Please tick (/) where applicable

Course Name : **PROFESSIONAL CERTIFICATE IN BUSINESS ADMINISTRATION**

Fee :  **RM 3800 per person** (minimum 15 students per class)  
(including certificate, transcript, training room rental, trainer fees and modules )

| First Payment                      | Fee Installment Plan Is Available                    |
|------------------------------------|--|
| before 1st class starts ( RM 1800) | Please Contact Ms. Nurul Ain for Further Information |

## \*DETAILS OF PARTICIPANT ATTENDING THE COURSE :

| No. | Name of Participant | Mobile No. | Email | NRIC | Fee (RM) |
|-----|---------------------|------------|-------|------|----------|
|     |                     |            |       |      |          |
|     |                     |            |       |      |          |
|     |                     |            |       |      |          |
|     |                     |            |       |      |          |

(Please attach a separate list if necessary)

\*UTMSPACE respects the privacy of its customers with regards to personal data. For further details, please visit: [www.utmspace.edu.my/pdpa](http://www.utmspace.edu.my/pdpa)

Total

SPONSORSHIP :  Self-Sponsored  Company-Sponsored

## INDIVIDUAL / COMPANY DETAILS (for issuance of invoice) :

Organisation : \_\_\_\_\_  
Address : \_\_\_\_\_  
Contact Person : \_\_\_\_\_ Co. Reg. No\* : \_\_\_\_\_  
Tel No. : \_\_\_\_\_ \*If applicable Designation : \_\_\_\_\_  
Fax No. : \_\_\_\_\_ Email : \_\_\_\_\_

Cancellations received in writing 30 days prior to the programme are eligible for a refund, subject to a 15% cancellation fee. Cancellations received less than 14 days from the date of the programme are not eligible for a refund. However, substitute attendees are welcome. Please note that the speakers and topics are confirmed at the time of printing. However, circumstances beyond the control of the organisers may necessitate substitutions or cancellations of speakers and/or topics. As such UTMSPACE reserves the right to alter or modify the advertised speakers and/or topics.

Authorised Signature\* : \_\_\_\_\_ Date : \_\_\_\_\_  
Name : \_\_\_\_\_ Designation : \_\_\_\_\_  
\* Head of Department / Approving Manager

Company Stamp

## MODE OF PAYMENT

### A. Cheque or Bank Draft

Cheque No. / Bank Draft No. : \_\_\_\_\_ Bank/ Branch : \_\_\_\_\_

All crossed cheque / bank draft should be made payable to Account Name : UTMSPACE  
Account Number : 8601518228 | Bank Name : CIMB Islamic Bank Berhad | Branch : UTM Skudai, Johor

### B. Telegraphic Transfer / Local Order

Transaction Date : \_\_\_\_\_ Reference Number : \_\_\_\_\_

| Terms & Conditions Apply |

## FOR FURTHER INFORMATION, PLEASE CONTACT:

Centre for Professional Development, School of Professional and Continuing Education (UTMSPACE), Universiti Teknologi Malaysia,  
No. 34 - 50, Jalan Kebudayaan 1, Taman Universiti, 81300 Skudai, Johor  
Tel : 07-531 8044 / 019-777 3667 | Fax : (607) 520 5725 | Website : [www.utmspace.edu.my](http://www.utmspace.edu.my)  
E-mail : [nurulain@utmspace.edu.my](mailto:nurulain@utmspace.edu.my) Contact Person : Ms. NURULAIN