



ABE

Association of Business Executives, United Kingdom



Certificate in Business Administration

Diploma in Business Administration

Advanced Diploma in Business Administration



INSTITUTE OF TRAINING AND DEVELOPMENT
INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting The Way In International Business Education and HRD

Association Of Business Executives Professional Distinction And Prestige



Founded as a non-profit institution in 1973 by a group of UK-based industrialists and educators, the Association of Business Executives (ABE) has since emerged as a global market leader in providing cost-effective, high quality British management education. ABE's range of awards is highly sought after and internationally recognised in over 80 countries for its quality and relevant curricula.

With recognition from the Malaysian government and the local private sector, ABE stands alone as the biggest and most successful provider of private management education in Malaysia and the region.

ABE is unique among professional bodies in providing non-specialist general business education to practicing and aspiring managers and executives, as well as a route to further study through MBA programmes. Maintaining a strict code of professional practice, the organisation requires high academic and professional qualifications with appropriate practical experience before granting full membership.

ABE has cooperated actively with other awarding bodies in Britain and other countries to ensure that ABE awards reflect job-related competency as well as continuously reviewed academic excellence.

The Association's mission is to become the first choice in business training world-wide, continuously improving the focus, range and quality of its highly respected courses and qualifications. Striving to provide participants with a positive learning experience for business, it has taken upon itself a visionary task to globally produce effective and responsive management, both now and for the future.

Introduction



ITD's has a proven track record for its capability in providing quality service to facilitate ABE's world-class programmes in Malaysia. Several factors have contributed to the fact that ITD and ABE have become a choice combination for Malaysian students.

ITD is one of the few institutions that offer widespread recognition locally and internationally to provide avenues for better job prospects and higher qualifications. ABE's programmes feature a strong element of flexibility to facilitate smooth and successful course completion for working adults and offer a systematic, clear-cut path for long-term development to give students a clear vision for the future.

As a leading human resources institution in the country, ITD bears an excellent track record in having a competent team of professionals and committed course leaders, unrivalled complimentary course materials, flexible payment schemes, and additional facilities and training programmes for self-development.

ITD is an established and highly respected provider of business administration programmes in Malaysia.

The synergistic relationship between ITD and the UK-based ABE results in top quality business administration programmes that will enable you to achieve your quest for success.

Course Details

COURSE STRUCTURE

CERTIFICATE (6 months)

All four subjects must be passed.

1. Introduction to Business
2. Introduction to Quantitative Methods
3. Introduction to Accounting
4. Introduction to Business Communication

DIPLOMA (18 months)

PART 1

All four subjects must be passed.

1. Economics
2. Organisational Behaviour
3. Accounting
4. Business Communication

PART 2

Four compulsory subjects:

1. Marketing
2. Human Resource Management
3. Quantitative Methods
4. Managerial Accounting

Plus one of the following options:

5. Principles of Business Law
6. Systems Analysis

ADVANCED DIPLOMA (12 months)

Three compulsory subjects:

1. Corporate Strategy
2. Management Organisation
3. International Business (Case Study)

Plus two from the following options:

4. Strategic Marketing
5. Corporate Finance
6. Strategic Human Resource Management
7. Managing Information Resource

**Clear Vision
For The Future**

Entry Criteria

CERTIFICATE

- 17 years of age with SPM/MCE/O'Level passes including English Language
- Other equivalent qualifications approved by ABE

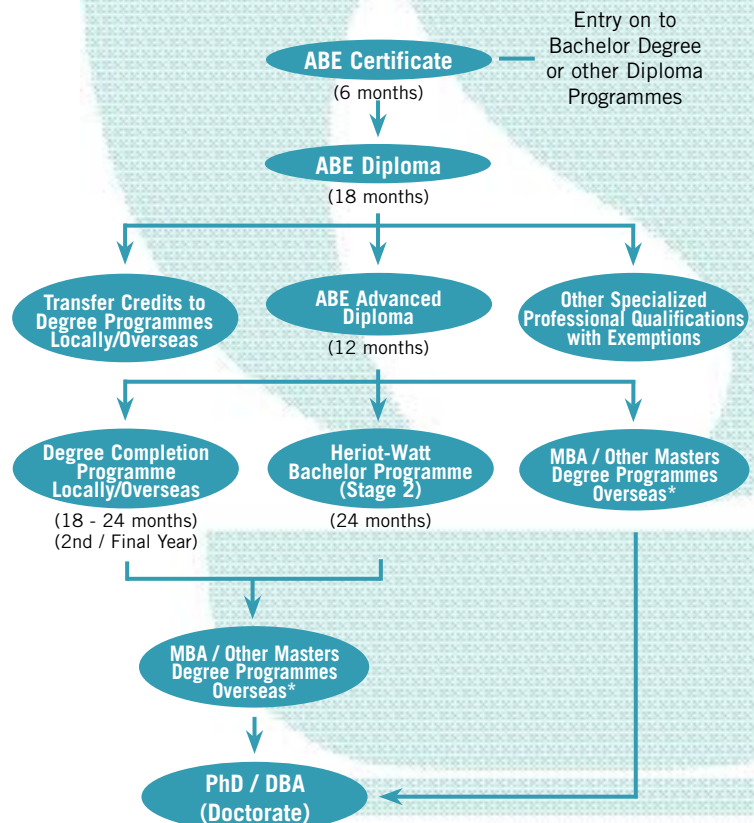
DIPLOMA

- ABE Certificate
- STPM/HSC/A'Level passes plus SPM/MCE/O'Level passes at Grade A, B or C, two of which must be English and Maths
- More than 2 years working experience certified by the employer
- Other equivalent qualifications approved by ABE

ADVANCED DIPLOMA

- ABE Diploma
- A Degree in a relevant discipline e.g. Business Studies/Management Science
- Other recognised qualifications of approved Institutions of higher Education or equivalent qualification approved by ABE

Your Path To A Successful Career In Business Administration



* Relevant working experience may be required

Recognition



Academic Recognition

All of ABE's qualifications are widely endorsed and recognised by academic institutions internationally for entry into higher education programmes. ABE Certificate holders, for instance, are able to gain entry to a wide range of bachelor degree and diploma courses while ABE Diploma and Advanced Diploma holders can move on to specialised professional qualifications, bachelor degree programmes with exemptions or credit transfers and with working experience, straight to Master Degree programmes such as MBA, MA or MSc overseas.

Specialisation Entry

Diploma holders may also undertake specialised qualifications, often with exemptions, administered by authoritative bodies such as the ACCA, CIMA, AIA and the Chartered Institute of Bankers.

Post-Graduate Entry

There have even been cases of advanced diploma holders being granted exemptions for such master degree courses. The world renowned Open University of the UK declared that it considers the ABE Advanced Diploma to be equivalent to an honours degree for the purpose of admission to its MBA programme. The Heriot-Watt University MBA - one of the biggest and most successful MBA programmes globally - accords exemptions to the advanced diploma holders.

**Internationally
Recognised & Endorsed**

ITD/ABE Graduate Success

In fact, a sizeable number of ITD/ABE graduates have undergone and completed the Heriot-Watt MBA offered through ITD, achieving enviable results and success in the process. A large number has progressed to much higher positions in industry and commerce, providing real-life testimonies of the strength of the programmes offered at ITD.

Examination Standards

The high academic regard for ABE qualifications stems from the fact that the examination papers are set and marked to internationally recognised British standards. The Advanced Diploma papers are marked to a pass degree standard while the diploma and certificate papers are both respectively marked to standards compatible with those applied to the UK Business Technician Education Council (BTEC) Higher National Diploma and National Diploma.

Local Recognition

ABE qualifications have also gained significant approval and respect from both the public and private sectors in Malaysia. The Public Services Department has accorded official recognition to the ABE Advanced Diploma in business administration. ABE programmes are also acknowledged and respected by the Education Ministry, as demonstrated by the Ministry's undertaking to administer ABE exams held throughout the country.

Effective Self-Development



Maximise Your Potential

Effective Learning

All ITD/ABE students are given optimum learning opportunities as they are provided with comprehensive study materials as well as questions and answers from past exams at no extra cost. The high quality materials complement the programme's emphasis on practical application and effective examination techniques. Participants are shown the relevance and usefulness of what they are being taught and thus enjoy learning throughout the course. Furthermore, the positive and ideal academic environment at ITD, and the maximum number of contact hours help to facilitate optimal development.

Curriculum

The superior curriculum offers wide coverage and depth, providing cutting-edge knowledge in the field of business administration. Research is continuously conducted to improve the syllabus so that it reflects the most current global business environment.

Practicality

The entire course emphasises the mastery of knowledge and theory, and the need to apply them in the real world. The effective use of case studies helps develop crucial skills and application of knowledge, theories and concepts. The training and development participants receive will increase their ability to perform well in any given job.

Course Leaders

ITD is well known for the quality and dedication of its course leaders who share and transfer their wealth of knowledge and experience to course participants. The excellence and efficiency of ITD's academic force is proven by the fact that the organi-

sation has one of the highest qualified teams of course leaders as well as one of the lowest turnover rates for course leaders, ensuring consistent optimum quality for participants.

Course Participants

Participants are drawn from various fields with valuable synergies of actual management experiences. Many ITD/ABE participants have testified that the sharing discussions among matured and experienced participants of ITD have enriched their lives and significantly widened their horizons.

Learning Contact

Participants are provided with maximum contact hours in guidance to ensure that they meet the requirements stipulated by ABE to graduate from the course and receive ample exposure to subjects by ITD's highly qualified and experienced pool of instructors.

Additional Training

ITD also frequently organises membership activities through various programmes such as talks, seminars, video sessions, conferences and workshops. Reputable and highly sought after personalities from all parts of the world are often invited as guests to provide additional training for ITD participants at negligible or no extra cost. Candidates are provided with the necessary training to effectively. Prepare them for higher level responsibilities and positions in organisations.

Flexibility And Service Features



Smooth course completion

Choice of Routes

The unrivaled flexibility offered by the programme allows many academic alternatives for participants. An ABE Certificate holder can proceed to the diploma level or use it as an entry qualification for a Bachelor Degree Programme. With an ABE Diploma, a participant can choose a convenient path through the advanced diploma and then on to a Master Degree course, or can enter into other professional qualifications with exemptions. In many cases, Diploma and Advanced Diploma holders may also transfer their credits on to a Bachelor Degree course.

Continuity

Participants unable to sit for exams or who do not pass exams after attending subjects for a semester would only be required to re-sit for those particular subjects, and may continue the following semester with other subjects. Because the programme is organised on a modular basis, non-success in a paper does not affect progression to other papers within a particular qualification. No extra cost would be incurred for attending subsequent lectures and using ITD facilities in preparing to re-sit examinations (subject to re-attendance application and conditions).

Unlimited Time

In fact, there is no time limit in attaining the ABE qualifications. Participants have an unlimited number of attempts at examinations, providing constant opportunities to pass subjects. Participants may also complete each qualification programme in the shortest possible duration that is within their means.

Absenteeism

Participants who are forced to be absent from some lectures due to heavy work or family commitments may have alternative plans arranged to obtain notes and materials from the lectures to help keep up with the pace of the course. Class attendance is beneficial and encouraged, but full attendance is not mandatory.

Transferability

The ITD network of centres across Malaysia where participants may, subject to availability, transfer their studies in cases where they need to move due to personal or professional circumstances. This ensures that their development is not curtailed. There are also examination centres located in some 80 countries worldwide where, with prior arrangement, a participant can sit for the ABE papers. The materials provided to the participant are so comprehensive that one can continue learning regardless of place and time.

Financing

Eligible and qualified participants may apply for financial assistance from a wide range of financing schemes such as scholarships, special instalment payments, bank loans and company sponsorships.

The Relevance Of Business Administration In The World Today



Studies and reports have demonstrated that the existing pool of management talents in the region is far too small to cater for immediate and future needs. This simply means there awaits a wide scope of jobs and opportunities for career advancement. What aspiring individuals need to do to clinch such opportunities is to obtain the proper qualifications to certify the appropriate training that best meets today's needs. Entrepreneurs are also increasingly aware of the importance of obtaining the right training and qualifications that would enable them to effectively execute decisions and actions in the development of business.

The ABE Business Administration qualifications offer graduates vast career prospects due to the strength of the title and its broad-spectrum training which is not limited to a narrow professional field. Students are well exposed to a worthy selection of subjects that give them strong access to a range of career opportunities in a variety of industries. These include manufacturing, insurance, banking, transportation, hotel, tourism and hospitality, communication and advertising, health-care, property and construction, agriculture, brokerage, commodity trading, retail trading, public service, IT and telecommunications, and education training and management consultancy.

There is a place for you in all of these industries. The knowledge and skills that you gain through the programme are applicable practically anywhere, giving you tremendous scope in choosing the right career.

The programme is designed to help you gain a sound understanding of all business functions, such as communications, finance, accountancy, information technology, marketing, management, law, human resource management and economics. You will also learn what makes a business successful and develop the practical skills necessary to apply your knowl-

edge effectively and profitably. You will become aware of the complex factors affecting the management of human, financial and technological resources.

A career in Business Administration covers a large area of responsibility and is therefore more general than specific. It suits people who aim to ascend the ranks of an organisation where supervision and coverage is wider. The management level also allows greater flexibility, innovation, independence and authority. It deals primarily with the most important asset in any organisation – its people; and requires getting things done through others. A high level of satisfaction is envisaged for those who can meet the demands of this career.

However, the skills and abilities required for such a role are not easy to come by. A successful career in Business Administration requires good leadership skills, which are imperative in today's environment. Other abilities needed to succeed include effective people management, and conceptual, problem solving and decision making skills.

While ability and knowledge may not necessarily be granted at birth, these can certainly be learnt and developed over time through effective training and learning.

**ABE – Providing The
World's Leading
Business Programme**

INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way in International Business Education and HRD

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building.

The dawn of the new millennium heralded a new phase of rapid expansion as the organisation extended its services and programmes throughout the region. ITD Group currently has six centres in the region with several new centres to be set up in the near future.

As a one-stop global HR development specialist in the area of Management, HR Development, Knowledge and ICT Management, ITD offers a diverse portfolio of quality education, training and development programmes. Its educational courses encompass a variety of Business, Management, Human Resource and Financial programmes from Certificate right up to Doctoral levels. This is achieved via strategic partnerships with leading universities and professional bodies in the UK and Australia.

The Group's outstanding track record includes establishing itself as one of the largest providers of postgraduate business management education programmes in Malaysia with programmes from Bachelor, Masters, right up to Doctoral degrees.

The Institute is also renowned for its corporate training and development programmes as well as specialized management and HR consultancy services. ITD's extensive list of clientele includes Fortune 500 companies and world-class multinational corporations such as Citibank, Intel, Reuters, Unilever, Sheraton Hotels, Cathay Pacific and BP.

As further testament of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2000 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

In an increasingly globalised economy driven by knowledge and innovation, ITD can be your crucial source of competitive advantage due to its ability to combine expertise and experience from three distinct fields – education, corporate training and consultancy. This portfolio synergy allows ITD to better meet the unique development needs of both individuals and corporations. As specialists in three different fields, ITD professionals are able to effectively bridge the gap between academic theory and real-world practice.

Ultimately, the ITD vision is all about people. It is about helping both individuals and corporations attain their highest goals and aspirations. It is about fulfilling dreams of building a better tomorrow. This is the ITD commitment – a pledge you can count on.

www.itd.com.my

Call or visit us between 10am and 6pm for a free consultation with our counsellors