



# Executive Diploma in Sales Management

## Program Objectives

- Develop individuals who are currently employed at the middle management positions in the private sector on the understanding of the fundamentals competencies tools and responsibilities of management.
- Prepare individuals with integrated disciplines in the role of business management.
- Acquisitions of the integrated modules that will allow the individuals to pursue further vocational education without much difficulty.

## Program Information

- Duration : 12 months
- Program Classes : Weekend  
(Saturday & Sunday: 9am—1pm)

## Entry Requirements

- Individual completed "O Levels" with 2 credits.
- Individuals currently employed in Supervisor position not less than 2 years.

## Assessment

Upon completion of each module, students would undergo a quiz and submission of a project paper.

## Program Fees

RM 7,000.00 (Ringgit Malaysia Seven Thousands)

## Modules

- Module 1 : Principles of Management
- Module 2 : Management Communication
- Module 3 : Organization Management
- Module 4 : Strategic Management
- Module 5 : Human Capital Management
- Module 6 : Sales Development
- Module 7 : Professional Salesman
- Module 8 : Elements of Marketing
- Module 9 : Business Communication
- Module 10 : Business Development



UMS LINK CENTRE FOR PROFESSIONAL DEVELOPMENT

For further enquiries, please contact us at: ▶▶▶



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