

# DIPLOMA IN BUSINESS MANAGEMENT

KPM/PT/R/345/40664/05/2019 (A 10321)



**ATIC**  
INTERNATIONAL COLLEGE

The School of Management at ATIC aims to produce professionals in the field of business. The school believes in training and educating students to be practical oriented with industry related assignments and lectures which help students to apply what they have learnt. A holistic approach to business education is geared towards producing graduates who will be able to adapt to changes in the world of business. Guided by a team of dedicated lecturers with years of experience in education, the School of Management at ATIC is poised to deliver well.

**INTAKES**

JAN / APR / AUG

**JOIN US NOW!**



# WHY CHOOSE? ATIC?

- Students receive additional Diploma in Management from IATA
- Students are taught to work in ISO9001:2015 quality system environment. We maintain a small class size to ensure a conducive learning environment
- We believe in going the extra mile in tutoring
- We constantly engage with our students
- We provide one to one tutoring upon student's request
- We are a highly motivated team of lecturers
- We are passionate about changing our students for the better.

**Eligible for  
PTPTN Loan &  
EPF Withdrawal**

## Course Content

### Economics, Business & Marketing

Introduction to Microeconomic  
Macroeconomics  
Introduction to Business  
Fundamentals of Entrepreneurship  
Business Law  
Fundamentals of Marketing  
International Marketing

### Language, Communication & Compulsory Subjects

English I & II  
Business Communication I & II  
Pengajian Malaysia II  
Bahasa Melayu Komunikasi 1 (For International Students)  
Bahasa Kebangsaan A/ Kemahiran Menulis  
Hak Asasi Manusia

### Management & Quantitative Studies

Principles of Management  
Human Resource Management  
Organisation Behaviour  
Operations Management  
Quality Management  
Employee Relations  
Strategic Management  
Business Mathematics  
Introduction to Statistics

### Accounting & Finance

Accounting Principles  
Fundamentals of Finance  
Cost & Management Accounting  
E-Commerce  
Introduction to Information Technology  
Management Information System

## Career Opportunities

• General Manager  
Business Development Manager  
Sales & Marketing Manager  
Business Executive  
Administration Manager  
Business Entrepreneur  
Personal Assistant  
Office Manager

**Your  
Pathway to  
Success**

**SPM /  
O Levels / UEC  
or  
equivalent**

**3 Credits  
with Pass in  
BM & History**

**Degree**

**ATIC International College** 142-L, Level 4, Burmah Place, Burmah Road, 10050 Penang

T: +604-2266 455

E: [info@atic.edu.my](mailto:info@atic.edu.my)

[www.atic.edu.my](http://www.atic.edu.my)



**ATIC**  
INTERNATIONAL COLLEGE





# DIPLOMA IN CULINARY ARTS

KPM/JPT/GK/11341/04/2016 (A 11341)

FOOD PRODUCTION & HOT FOOD, BAKERY, PASTRY & "ASIAN KUEH"  
COLD FOOD, FOOD CRAFT & ARTISTRY



Diploma in Culinary Arts is a 2 year 4 month programme that is offered by ATIC International College. This programme is specially designed for those with passion, creativity and love for all things related to food. It provides hands-on practice to help students hone their culinary skills and be groomed for a career in the food industry. During the programme, students also attain communication, problem solving, teamwork, entrepreneurship and managerial skills. They will also acquire the necessary ethics and professionalism needed in their chosen culinary career.

**INTAKES**  
JAN / APR / AUG  
JOIN US NOW!



## Our Signature - Why choose ATIC?

- The dishes in our menus are all produced from our own 'Rempah' and 'Sauces'
- 120 hours of Chef experience per practical class is our unique selling proposition
- We maintain a small class size to ensure a conducive learning environment
- We believe in going the extra mile in tutoring
- We constantly engage with our students
- We provide one to one tutoring upon student's request
- We are a highly motivated team of lecturers
- We are passionate about changing our students for the better
- We strive to create super chefs in you.

### Course Content

#### Hospitality & Food & Beverage

Introduction to Hospitality Industry  
Nutrition, Safety & Food Hygiene  
Design & Layout of Food Service  
Maintenance  
Food, Beverage & Labour Cost Control  
Food & Beverage Operation  
Food & Beverage Management  
Food Production Principles  
Beverage Management (Elective)

#### Language, Communication & Compulsory Subjects

Hospitality English  
French I & II  
Hospitality Communication  
Introduction to Marketing  
Pengajian Malaysia II  
Bahasa Melayu Komunikasi 1  
(For International Students)  
Bahasa Kebangsaan A /  
Hak Asasi Manusia  
Project

#### Food Preparation (Hands-on)

Basic Bakery  
Asian Sweet & Pastry  
Fundamentals of Butchery  
Food Production  
Culinary Artistry  
Garde Manger  
International Cuisine  
Pastries and Confectionaries

#### Information Technology & Business Management

Introduction to I.T.  
Introduction to Marketing  
Principles of Management  
Business Entrepreneurship  
Principles of Accounting

### Career Opportunities

Product Development Manager  
Food Stylist  
Director of Food & Beverage  
Personal Assistant  
Food & Beverage Manager  
Executive Chef  
Catering Business Entrepreneur

### Eligible For

PTPTN Loan & EPF Withdrawal

**Your Pathway to Success**

Degree  
↓  
Diploma  
at ATIC  
↓  
3 Credits with  
Pass in B.M.  
and History  
↓  
SPM / O Levels  
/ UEC  
or equivalent

### RECOMMENDED MENU



+604-2266 455



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www.atic.edu.my



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Burmah Road, 10050 Penang



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**INTAKES**  
JAN / APR / AUG  
JOIN US NOW!

**DOUBLE  
AWARDS  
PROGRAM**

**GET 1 DIPLOMA  
FROM ATIC  
& 2 CERTS FROM  
THE U.K. UPON  
GRADUATION**

# Diploma in **HOTEL MANAGEMENT**

KPM/JPT/(K710320)01/2015 (A 10320)

The main objective of this program is to produce graduates inculcated in the culture of hotel management. The students not only learn the details of hotel management but are also taught additional subjects such as Business Entrepreneurship, Introduction to Marketing, etc. ATIC provides opportunities to study a range of fundamental and specialist subjects, which will enable students to acquire an in-depth understanding of the key skills, concepts and techniques needed to succeed in the hospitality industry.



- 120 hours of Food, Beverage and Restaurant experience per practical class is our unique selling proposition • We maintain a small class size to ensure a conducive learning environment • We believe in going the extra mile in tutoring • We constantly engage with our students • We provide one to one tutoring upon student's request
- We are a highly motivated team of lecturers
- We are passionate about changing our students for the better • We provide two international certificates from the United Kingdom.

## Why Choose ATIC?

Career Opportunities

General Manager  
Sales & Marketing Manager  
Business Executive  
Administration Manager  
Business Development Manager  
Business Entrepreneur  
Personal Assistant  
Event Manager

## CAREER PATHWAY

Degree

Diploma  
at ATIC

3 Credits with  
Pass in B.M.  
and History

SPM / O Levels  
/ UEC  
or equivalent

## COURSE CONTENT

### Food & Beverage Management

Food & Beverage Management  
Restaurant Management  
Food Production Principles  
Food Production Laboratory  
Beverage Management  
Pastry & Bakery Science  
Food Study  
Food Safety & Hygiene  
Industrial Training

### Language, Communication & Compulsory Subjects

Hospitality English  
Introduction to Information Technology  
Hospitality Studies & Ethics  
Hospitality Law  
Personal Development  
Pengajian Malaysia II  
Bahasa Melayu Komunikasi 1 (For International Students)  
Bahasa Kebangsaan A/ Kemahiran Menulis  
Hak Asasi Manusia  
Project

### Business Management

Hospitality Marketing  
Human Resource Management  
& Supervision  
Business Entrepreneurship  
Basic Financial Accounting  
Principles of Management  
Managerial Accounting & Cost  
Control Methods

### Hotel Management

Housekeeping Management  
Front Office Management  
Introduction to Hotel  
Events & Convention Management  
Hospitality & Recreational Management



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# Diploma in Tourism Management



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INTERNATIONAL COLLEGE

Students are well equipped to handle international tourism. Our learning products are developed according to four standard pillars of instructional design: explanation, demonstration, practice and assessment. The training content is developed and assessed according to competency-based principles and the application of knowledge learned. This practical philosophy enables ATIC graduates to be knowledgeable, confident and secure high employability. Our Program is vocational, career oriented for the travel and tourism sector, supporting learners with industry-wide knowledge and skills, and globally recognized qualifications.



**Double Awards Program**  
Get one Malaysian Diploma from ATIC & three more certificates from Canada upon Graduation. Ask us how.

# Intakes

Jan / Apr / Aug  
Join us now!

+604-2266 455



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www.atic.edu.my



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Burmah Place,  
Burmah Road,  
10050 Penang





# Why choose ATIC?

• Full IATA qualification is our unique selling proposition • We maintain a small class size to ensure a conducive learning environment • We believe in going the extra mile in tutoring • We constantly engage with our students • We provide one to one tutoring upon student's request • We are a highly motivated team of lecturers • We are passionate about changing our students for the better • Four certificates Awarded in this programme

## Course Content

### Tourism Products & Tour Leading

- Tourism Product 1
- Tourism Product 2
- Accommodation
- Tourism Transportation
- Technology in Travel Industry
- Introduction to Travel & Tourism
- Tourism Geography
- Domestic Tourism
- Tour Leading Principles
- Tour Guiding
- Industrial Training

### Language, Communication & Compulsory Subjects

- English I
- English II
- French
- Bahasa Kebangsaan
- Pengajian Malaysia
- Bahasa Melayu Komunikasi 1
- Kemahiran Menulis
- Hak Asasi Manusia

### Fares/ Ticketing & Global Distribution System

- Air Fares I
- Air Fares II
- Ticketing I
- Ticketing II
- GDS - Amadeus
- GDS - Abacus

### Business & Management

- Travel Agency Management
- Tourism Sales & Marketing
- Principles of Management
- Human Resource Management
- Business Entrepreneurship
- Fundamental of Tourism Management
- Business Statistics
- Principles of Economics
- Administration & Accounting
- Legal Aspects for Tourism Industry

## Eligible for

PTPTN LOAN

EPF WITHDRAWAL

## Your Pathway to Success

SPM / O Levels  
/ UEC  
or equivalent

3 Credits with  
Pass in B.M.  
and History

Diploma  
at ATIC  
+ IATA

Degree

## Career Opportunities

- General Manager • Office Manager • Ticketing Manager • Business Executive
- Sales & Marketing Manager • Airport Operation Executive
- Travel & Tour Company • Business Development Manager
- Airline Offices Worldwide



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