

Diploma in Business Administration

Module Outlines

Academic Reading and Writing 2

There has been a need to continually improve the English quality of our students and provide them constant support at their Diploma levels. The module is designed for students to work intensively on their reading and writing skills.

This is a more intensive module that improves students reading and writing skills, as these are the keys to understanding their subjects and effectively engage in class activities. These classes will address a variety of key demands of writing and reading assignments on their courses, focusing on both academic and language skills and the ability to write. The module will be delivered in a blended-learning environment, where students will have the opportunity to experiment and learn via both online and face-to-face lessons.

Business Decision Making

This is an introductory module on qualitative and quantitative methods which contribute to effective business decision-making processes. The module develops students' ability to incorporate statistical thinking and to take account of variation in the real-world during processes of establishing project initiatives, defining objectives, data collection, data presentation, data analyses, reporting and decision making.

Macroeconomics

The module introduces students to relevant macroeconomic concepts and principles. Macroeconomic models will be used to help students recognise the interdependence of important components of a macro economy. At the end of the module, students will be able to analyse and report the causes and consequences of economic growth, inflation and unemployment, and formulate appropriate macroeconomic policies to stabilise the economy.

Management

The module is designed to develop students' understanding of key management theories, concepts and issues affecting managers. Students will learn what is management, the value of studying management and key functions of a manager. The four key management functions – planning, organising, leading and controlling – are discussed in detail to provide students an overview of the activities performed by a typical manager. By studying management, students would gain insights into the way managers behave, how organisations function, and what concepts one could adopt and adapt to be an effective manager in practice.

Marketing

The module aims to provide a comprehensive overview of the 4Ps of the marketing mix and marketing tools that are commonly used to increase customer satisfaction and shareholders value. Students will have the opportunity to apply and reiterate the concepts learnt by means of a group project. Throughout the course, students will be encouraged to relate the subject contents to the marketing efforts that are put in place by real-life firms, thus creating the opportunity to appreciate how concepts are put into to practice.

Principles of Accounting

The module provides a comprehensive overview of the fundamental principles of financial accounting and management accounting. It takes students through the entire process of accounting that includes recording, classifying and summarising accounting information into reports for decision making. It also introduces students to the double-entry system, the need for adjusting entries, the use of special accounts, and the preparation of financial statements. The module also includes budget preparation and management accounting techniques for business decision making. Students are also introduced to current issues such as ethical practices and social responsibility.

Business Ethics

Ethics forms an important part of every long-term sustainability strategy for every business in the world. The module provides students with a deep knowledge of the ethical principles and concepts and presents how students can apply their knowledge to manage ethical issues in the real world. Through a combination of exercises, case studies and video clips, the module encourages students to think through moral issues and understand the different perspectives of others who can resolve such issues in their own manner.

Communication & Information Systems

Communication skills are important in the world of business. The module encompasses overview of intercultural communication, theories of communications and how information can be best managed. The topics outline the rules of good writing, effective techniques of oral communication and issues pertaining to business communication. Students will be introduced to management information systems, electronic commerce and business, and the benefits and challenges of business mobility. After completing the module, students should be able to appreciate how communication and information systems could serve as useful strategic tools to shape the competitive advantage of business organisations.

Financial Management

Good financial management is critical to a company's success. The module aims to provide students with a good understanding of the principles and practices of financial management. It will enable students to learn the key perspectives of the basic financial goals by practising better personal financial planning, understanding the essentials of analysing financial statements, risk and return, time value of money, capital budgeting and investment valuation. Through case studies and exercises, students will learn by applying each topic and how they can be used to make sound financial decisions.