

Certificate in Business Management

Module Outlines

Academic Reading and Writing 1

This module helps students to develop their reading and writing skills that will allow them to comprehend academic texts and topics. The lessons will focus on building up their academic, language and writing abilities with a series of writing and reading assignments.

Business Communication

In an increasingly globalised world, effective communication skills are key to success in work and relationships. This module helps students become better communicators in the business context through the application of various techniques/skills commonly employed in oral and written communication.

Fundamentals of Accounting

This module introduces students to the fundamentals of accounting such as debits and credits, journal entries, ledger accounts and trial balance. At the end of the module, students will be able to prepare financial statements such as a statement of comprehensive income and financial position.

Fundamentals of Economics

This module starts with the concepts of scarcity, choices and opportunity, followed by a close look at the concepts of supply and demand. The module will also engage students in a discussion on production and cost theories and an examination of market structures of perfect competition and monopoly.

Fundamentals of Marketing

This module provides a comprehensive overview of key marketing concepts, tools and strategies as a means to retain and increase sales and customer satisfaction. Through exercises and real-life case studies, students will learn to appreciate the role of marketing and marketing managers in a typical organisation.