

Certificate in Business Studies (E-Learning)

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.

Elements of Accounting

Students will be introduced to the processes of Accounting. They will learn the rules of debits and credits. On top of that they will go through the process of Accounting, namely: Journal entries, Ledger accounts and Trial Balance. Students will be able to prepare the financial statements: The Statement of Comprehensive Income and the Statement of Financial Position.

Elements of Communication

In the globalised world, it is increasingly important for an organisation to communicate effectively with clients, partners, and other stakeholders. Language is therefore a vital part of human connection. Besides offering a comprehensive overview of the use of English in the business context, this module exposes students to the various techniques/skills of oral and written communication.

Elements of Economics

This module starts with the concepts of scarcity, choice, and opportunity. This is followed with a close look at the supply and demand model, and its applications. The module proceeds to discuss theories of production and cost, setting the stage for an examination of two alternative market structure, perfect competition and monopoly.

Elements of Marketing

This module aims to provide a comprehensive overview of the key marketing concepts, tools and strategies as means to retain and increase sales and customer satisfaction. Many real case examples will be utilised to increase students' understanding of the marketing concepts. Through exercises and case studies, students will be able to appreciate the role of marketing and marketing managers in a typical organisation.