

Diploma in Business Studies (Business Analytics) (E-Learning)

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 develops better reading and writing skills, as they 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.

Business Marketing

It is a well-known fact that the commercial success of an organisation depends on its marketing abilities. To be a marketer, one has to know various marketing strategies, the ins and outs of the organisation's products and services that are offered, target audience, consumer behaviour, market trends, and effective communication techniques.

This module aims to provide a comprehensive overview of the famous 4Ps (Product, People, Promotion, and Place) and marketing tools that are commonly used by decision makers to retain and 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 initiatives that are put in place by real companies, thus creating the opportunity to appreciate how concepts are put into real practice.

Data Collection Methods

This module introduces students to the concept of different data collection methods with their advantages and disadvantages. Students will also learn how to write a research proposal using the relevant data collection methods.

Data Storytelling for Business

The ability to communicate effectively with data has become a necessity in today's world. Data stories can influence decisions and drive change. In this module, students will learn how to transform data into a visual communication tool and engage the audience with a narrative to tell a story with numbers. The module will provide skills that are necessary to communicate insights through persuasive and pleasing data stories.

Descriptive Analytics

Analytics has become essential especially in the world of business as firms are able to access more data. Today, managers are no longer making decisions based on pure judgement and past experiences. Rather, data is relied on and analysed to support their decisions. As such, this module will introduce students to the field of business analytics, and set the foundation for many of the concepts and techniques which can be applied at the elementary level in the workplace.

This module covers a variety of useful techniques to convert data into meaningful information so that past and current trend can be understood. It ranges from data visualisation through plotting of graphs and numerical measures, to drawing valid statistical conclusions about the characteristics of a population. The techniques will be explored through statistical functions in Microsoft Excel and data analysis tool in Excel add-ins.

Global Economy

This module introduces students to relevant economic concepts and principles. Macroeconomic models will be developed to 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 as a means to stabilise the economy.

Leadership and Management

Organisations around the world are affected by technology advancements, economic integration, ethical turmoil, and economic crises. Managing organisations has become more challenging (and exciting) than before. This module is designed to develop students' understanding of key management and leadership theories/concepts. It begins by explaining the term 'management' and the value of studying management before turning to 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. Managers and leaders exist in all organisations regardless of their size, kind, and location. By studying leadership and management, students would gain insights into the way managers and leaders behave, how organisations function, and what concepts one could adopt and adapt to be an effective member of the business community.

PC Revolution

This module provides a comprehensive overview of the fundamentals of data analytics. It takes students through the history of data science and the impact of the development of computers and mobile technologies on jobs and the economy. The module also introduces various data storage systems and tools used for data analysis.

Predictive Analytics

Apart from the need to understand and use the techniques for Descriptive Analytics, many applications of business analytics involve modelling the relationships between one or more variables using trendlines and regression analysis. This module will help students gain an understanding of how to use trendlines and regression models, and the statistical issues associated with interpreting the results in making decisions. This module will introduce some common methods and approaches to forecasting to support decision making. The techniques will be explored through statistical functions in Microsoft Excel and data analysis tool in Excel add-ins.