

Diploma in Business Studies (Digital Marketing) (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.

Accounting

This 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 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 includes budget preparation and management accounting techniques for business decision making. Students are also introduced to contemporary issues such as ethical practices.

Business Digital Analytics

This module introduces the digital measurement framework, model and basic set up and configuration of the Google Analytics tool. Students will learn how to properly set up analytics configuration and derive data & insights to improve digital marketing ROI. This module prepares students to undertake the official Google Analytics certification.

Business Marketing

It is well-known that the financial success of an organisation depends on its marketing ability. To be a marketer, one has to know what marketing is, how it works, what is marketed and who does the marketing.

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.

Digital Marketing

This module introduces the new world of digital marketing to students. This comprehensive module starts with the “why” of digital marketing before examining deeper the “what” and “how” of digital marketing. Students will explore e-commerce and marketplace strategies for an omni-channel business. Importantly, students will learn key online acquisition tools like paid search advertising, email marketing, display advertising and search engine optimisation (SEO). The module will wrap up with the concept of integrated marketing where digital marketing plays a key role.

Digital Media Engagement

This module introduces the concept of content and social media marketing to build customer engagement, encourage brand advocacy and loyalty. Students will learn the concept of content marketing and develop a content marketing strategy from scratch. This module also teaches students the basics of social media marketing, and the use of mainstream social media platforms like Facebook, Instagram, YouTube and LinkedIn to generate leads, create engagement and buzz. Students will also learn how to manage an influencer community, and how to respond to social media crisis and attack on brand reputation.

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.

Statistics for Business

Statistics for Business is an introductory module in qualitative and quantitative methods which underpin effective business decision making. 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.