

# Diploma in Business Studies (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 Marketing

It is a well-known fact that the commercial 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.

### Finance

Sound financial management is critical to enterprise success. Understanding personal finance is equally important as it pertains to the means of achieving one's financial goals. This module aims to provide students with a good understanding of the principles and practices of financial management at the corporate and personal levels. The module will enable students to learn about the key perspectives such as basic financial goals, better personal financial planning, essentials of analysing financial statements, risk and return, time value of money, capital budgeting and investment valuation.

### 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.

### Information and Communication

Communication skills are as important in the globalised world as business knowledge and technical skills. Companies need to know how best to interact across national boundaries.

This module provides an 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 an 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.

### 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.

### Responsible Business

This module takes the view that ethical behaviour is the best long-term business strategy for a company - a view that is increasingly accepted by organisations around the world. This simply means that over the long run and for the most part, ethical behaviour can give a company significant competitive advantages over lesser ones.

On this basis, the module will provide students with a deep knowledge of the ethical principles and concepts along with an understanding of how students can use this knowledge to deal with the ethical choices that they may encounter in the business world. Through a combination of exercises, case studies and video clips, this module encourages students to think through some concrete moral problems and allow themselves to be challenged by others who resolve the issues on the basis of different moral standards.

### 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.