

# Foundation Certificate in Business

## Module Outlines

### English as a Second Language (Count-in Speaking)

In this module, students will be presented with a variety of stimuli that will build up their skills in reading and writing. They will learn to select relevant details, understand the difference between what is directly stated and implied, and practise writing for different purposes and audiences. Students will listen to a range of spoken material, including talks and conversations, in order to develop listening skills. Students will engage in conversations on a variety of topics and develop their skills in responding to different situations and audiences with a degree of accuracy and clarity.

### Introduction to Accounting

This module introduces students to key accounting concepts, and a variety of topics essential to understanding of financial statements. Students will develop the ability to prepare financial statements, analyse accounting transactions and make sense of financial ratios.

### Introduction to Business

In this module, students get an overview of the business world. Topics include the types of business, an overview of the business environment, and the key functions of Management, Human Resource Management, Marketing and Operations.

### Introduction to Economics

This module introduces students to microeconomic theory and applications. Students will study topics such as demand and supply, the influence that government on markets, profit maximisation under various market structures and apply economic concepts and principles to help explain events in the industry and nation.

### Introduction to Marketing

Marketing focuses on making and keeping customers by finding and communicating the organisational competencies that make the organisation successful. Topics covered in Introduction to Marketing include Market Segmentation, Targeting, and Positioning Managing Human Resources, developing products and services, pricing, placing and promoting.

### Mathematics

The module supports students in building competency, confidence and fluency in their use of techniques and mathematical understanding. This module helps students to develop a feel for quantity, patterns and relationships. Students will develop their reasoning, problem-solving and analytical skills in a variety of abstract and real-life contexts.