

DIPLOMA IN BUSINESS MANAGEMENT

MODULE OUTLINE



DB101 Principles of Marketing

Module objectives

The module aims to equip students with a good knowledge of the principles and practice of modern marketing. It teaches a wide range of modern marketing related topics including marketing orientation, marketing environment, market segmentation, targeting and positioning, the marketing mix, and the role of marketing in society and its challenges. Student would be encouraged to generate interest and enthusiasm with a view to embark on a marketing career.

Learning outcomes

Students will acquire a general understanding of the marketing concepts, principles and its application to business and management. At the end of this module, students should be able to:

- 1) Understand the role and implications of marketing in business and society.
- 2) Appreciate marketing research concepts and the importance of marketing information.
- 3) Analyse factors of the marketing environment.
- 4) Explain the factors that affect customer buying decisions.
- 5) Appreciate and apply the individual elements of the marketing mix to the marketing activities of organisations.
- 6) Discuss the increasing challenges facing marketers.

Outline syllabus

- 1) The marketing concept
- 2) Marketing environment
- 3) Marketing research and information
- 4) Consumer behaviour and analysis
- 5) Market segmentation
- 6) The marketing mix
- 7) Product planning, branding, packaging and development
- 8) Pricing
- 9) Distribution
- 10) Marketing communications
- 11) Marketing and society

Pedagogy

Each lesson lasts for three hours and comprises lectures, tutorial discussions, exercises, and mini case studies.

Students should prepare each lesson by reading the relevant chapters of the textbooks before coming to class. Students are also expected to supplement their learning with further research of academic journal articles and books, especially on assigned readings or topics related to the assignments, and visiting the recommended website regularly. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

DB102 Principles of Management

Module objectives

Managers in modern business are facing increasingly competitive and uncertain environments. There are new and continual challenges in dealing with political, economical, cultural, technological and environmental factors that would affect managerial decision making, commitment to social responsibility and managerial ethics and the traditional functions of management.

The module aims to examine and apply theories and concepts about managing an organisation effectively. Aside from weekly lecture and tutorial discussion, students will be given opportunity to work effectively as a team through group projects, mini case studies and problem analysis. This course is the beginning of a long journey toward achieving the skills and behaviors of effective management in sales and marketing.

Learning outcomes

At the end of this module, students should be able to:

- 1) Explain the meaning of management and organisation.
- 2) Describe and discuss the elements of effective management.
- 3) Understand the constraints of managing in a competitive and global Environment.
- 4) Appreciate issues relating to ethics and social responsibility.
- 5) Identify the principles and functions of management in planning, organising, directing and controlling in an organization.
- 6) Analyse micro and macro environment factors that affect managerial decision making.
- 7) Describe the benefits of establishing goals and objectives in an organisation and understand the decision making processes.
- 8) Identify and explain different organisational structures and designs.

- 9) Evaluate the concepts of motivation and leadership.
- 10) Discuss theories related to motivation techniques, leadership skills, teamwork and effective communication.
- 11) Explain the elements of a management control system.

Outline syllabus

- 1) Contemporary issues and practices in management
- 2) The environment of management
- 3) Foundations of planning
- 4) Managerial decision making
- 5) Organisational structure and design.
- 6) Foundations of individual and group behaviour
- 7) Understanding groups and teams
- 8) Motivating employees
- 9) Leadership in organisations
- 10) Organisational control systems
- 11) Managing organisational change and innovation
- 12) Organisational culture
- 13) Ethical issues and social responsibility in management

Pedagogy

Each lesson lasts for 3 hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

Module objectives

This module will help students learn economic principles, concepts and necessary frameworks applicable in the micro and macro economic environment.

Key economic issues will be discussed, for instance, understanding and applications demand and supply, elasticity, production cost and analysis, market structure, gross domestic product, economic growth, unemployment and inflation, monetary and fiscal policies.

Students are expected to read and interpret economic and business news in the media: newspapers, business news and financial press, and evaluate economic policies of the government and the impact that changes in policies and in the economic environment have on individuals, households, firms and economies.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand key economic terms, principles and ways of thinking in a market economy.
- 2) Identify and explain the market forces of demand and supply.
- 3) Understand the concepts of elasticity and its application.
- 4) Discuss public sector economics issues: externalities and public goods.
- 5) Evaluate production cost and analysis.
- 6) Describe the characteristics of market structures: perfect competition, monopoly, oligopoly and monopolistic competition, and firms' pricing and output decisions.
- 7) Describe the macroeconomic environment and the measurement of a nation's income.

- 8) Identify and discuss factors contributing to economic growth.
- 9) Appreciate the concepts of unemployment and inflation.
- 10) Identify and discuss the determinants of aggregate demand and aggregate supply.
- 11) Discuss the influence of monetary and fiscal policy on aggregate demand.
- 12) Evaluate macroeconomic policies of the government and the impact on individuals, households and firms.
- 13) Understand interdependence and the gains from trade.

Outline Syllabus

- 1) Fundamental economics principles and concepts
- 2) The market forces of supply and demand
- 3) Elasticity and its application
- 4) Applications of supply and demand, government policies
- 5) Market failure: externalities and public goods
- 6) The costs of production
- 7) Firms in competitive markets
- 8) Monopoly, oligopoly and monopolistic competition
- 9) Macroeconomics: measuring a nation's income

- 10) Measuring the cost of living
- 11) Business cycles and economic growth
- 12) Saving, investment, and the financial system
- 13) Unemployment and its natural rate
- 14) The monetary system, money growth and inflation
- 15) Aggregate demand and aggregate supply
- 16) Macroeconomic policy: monetary and fiscal policies on aggregate demand
- 17) International trade and economics

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Tutorial Exercises	15%
2	Mid Semester Test	15%
3	Individual Assignment	10%
4	Written Examination	60%
	Total	100%

DB104 Financial and Managerial Accounting

Module objectives

This module provides students an opportunity to learn the basic functions of accounting and to develop fundamental skills required to perform effectively in a managerial position, or to manage personal finances or small businesses. The broad coverage of a range of financial and managerial accounting issues will place practical emphasis to the business world. Students will benefit from the technical skills developed by applying them to other business disciplines such as marketing.

Learning outcomes

At the end of this module, students should be able to:

- 1) Appreciate the function of accounting and its relation to the real business world.
- 2) Record accounting transactions and prepare financial reports.
- 3) Analyse and extract useful information from financial reports for decision making.
- 4) Use management accounting skills to improve management effectiveness and efficiency.

Outline syllabus

- 1) Introduction to accounting principles and concepts
- 2) Business structures and the environment
- 3) Accounting rules and conceptual framework
- 4) Business transactions and the adjusting process
- 5) Completing the accounting cycle
- 6) Preparing and understanding profit & loss statements and balance

sheet

- 7) Cash flow statements
- 8) Financial statements analysis
- 9) Retailing operations and inventory
- 10) Introduction to management accounting and cost behaviours
- 11) Cost allocation and activity based costing
- 12) The master budget and standard costing
- 13) Cost-volume-profit analysis
- 14) Relevant Information for decision making
- 15) Capital budgeting
- 16) Job and process costing systems

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1.	Individual Assignment	15%
2.	Mid Semester Test	15%
3.	Written Examination	70%
	Total	100%

DB105 Business Law

Module objectives

The course aims to equip students with a functional familiarity with some major legal principles affecting business persons and business transactions. Students will learn to solve legal problems by recognising legal issues and applying the appropriate law in an effort to reach a reasonable solution. This analytic approach to problem solving should prove useful in other areas of business disciplines.

Learning outcomes

At the end of this module, students should be able to:

- 1) Gain an understanding of the impact of the law on business through a study of areas of law relevant to business activity.
- 2) Demonstrate knowledge and understanding of the terminology, sources, divisions, institutions and personnel of law in business.
- 3) Demonstrate knowledge and understanding of basic principles of the law of contract, the sale of goods, agency and negligence, employment law, law relating to business organisations, and law of intellectual property.
- 4) Develop skills in communication and literacy: able to read and accurately summarise factual information and to apply the law to a set of hypothetical facts to reach a reasoned conclusion; able to independently prepare a written analysis of a problem using basic legal terminology with reasonable accuracy.
- 5) Develop skills in problem solving: able to analyse a straightforward factual situation in the relevant area of law, so as to identify relevant facts and issues, apply appropriate legal rules and reach a solution.

Outline syllabus

- 1) The meaning of law and its origins

- 2) The Laws of Singapore
- 3) Essentials of contract Law
- 4) Contractual terms and exemption clauses
- 5) Factors vitiating a contract
- 6) Discharge of contract and remedies
- 7) The law of sale of goods
- 8) Sale of Goods
- 9) Employment law
- 10) Law of agency
- 11) Law relating to business organizations
- 12) Sole-proprietorship, partnerships and companies
- 13) Law of torts in business
- 14) Introduction to intellectual property law

Pedagogy

Each lesson lasts for three hours and comprises of a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	15%
2	Individual Assignment	10%
3	Mid Semester Test	15%
4	Written Examination	60%
	Total	100%

Module objectives

This module provides students majoring in marketing and sales with an introduction to concepts, methods, and applications of descriptive and inferential statistics. The objectives are to help students to understand various business situations in which a range of statistical techniques are applicable, to develop skills in presenting, summarising and processing sample data, making basic statistical inferences and arriving at appropriate business decisions.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the nature of business problems that can be solved using statistical methods.
- 2) Apply relevant statistical techniques and concept of probability applicable to the solution of business problems.
- 3) Acquire understanding in various data collection methods, analysis and representation of data.
- 4) Produce visual display with the data collected into graphical presentation like graphs, charts and tables in the report.
- 5) Understand the concepts of sampling and statistical estimation.
- 6) Use statistical inference techniques for decision support.

Outline syllabus

- 1) Statistical concepts and data types
- 2) Numerical descriptive techniques
- 3) Graphical descriptive techniques

- 4) Data collection and sampling
- 5) Probability
- 6) Discrete and continuous probability distributions
- 7) Sampling distributions
- 8) Estimation
- 9) Hypothesis testing
- 10) Inference about a population
- 11) Inference about comparing two populations
- 12) Chi-squared tests
- 13) Simple linear and multiple regressions

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Individual Assignment	10%
3	Mid Semester Test	20%
4	Written Examination (Restricted Open Book)	60%
	Total	100%

DB107 Business Information Systems

Module objectives

Most organisations are now supported by information systems (IS), which are often operated and based on information technology (IT). This module provides students with a basic concepts and principles of IS and IT, an understanding of the professional activities involved in developing IS and applying IT, the strategic uses of IT in modern day business, and be able to identify and discuss issues and challenges faced by the IS or IT managers in a global environment through real life case studies.

Learning outcomes

At the end of this module, students should be able to:

- 1) Introduce basic concepts and principles of information systems (IS) and its role in modern organisations.
- 2) Introduce various components of computer systems, their usage and application as information technology tools.
- 3) Appreciate issues and challenges faced by the IS managers in a global environment.
- 4) Understand the modern IS environment in terms of data and information resources, business applications and network infrastructure.
- 5) Comprehend the roles and responsibilities of manager in areas such as strategic planning, development and implementation of IT solutions and security management.
- 6) Identify IT enabled strategic business opportunities.

Outline syllabus

- 1) Basic concepts of information systems
- 2) Data resource management

- 3) Telecommunications and networks
- 4) Electronic commerce and electronic business systems
- 5) Planning and developing business IS strategies
- 6) Developing and implementing business IT solutions
- 7) Security and privacy issues
- 8) Ethical issues in IS management
- 9) Future impact of and challenges of IT/IS on organisations and managers

Pedagogy

Each lesson lasts for three hours and comprises of a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	15%
2	Computer Exercises	10%
3	Individual Assignment	15%
4	Written Examination	60%
	Total	100%

DB201 Human Resource Management

Module objectives

Managers are constantly faced with human resource related issues, problems, and decision making. The course aims to equip students with a functional familiarity and a conceptual foundation on the key issues in human resource management. There is also a strong practical element to the course which enables students to put into practice the conceptual tools and frameworks developed.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the impact of the human resource in modern organisations.
- 2) Explain the key elements of human resource management (HRM).
- 3) Identify, analyse and discuss key human resource management issues and their impact on the workplace.
- 4) Apply HRM approaches in various organisational settings and Situations.
- 5) Recommend strategies and solutions to overcome human resource related problems.
- 6) Appreciate common human resource issues and practices in Singapore.

Outline syllabus

- 1) Introduction to human resource management (HRM)
- 2) Strategic human resource management
- 3) Job analysis

- 4) Recruitment and selection
- 5) Training and development
- 6) Performance management and appraisal
- 7) Career management
- 8) Compensation
- 9) Employee safety and health

Pedagogy

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

DB202 International Management

Module objectives

This module is designed to familiar students with current international management theory and practice. It examines, analyses and explains the increasingly complex business environment in which contemporary organisations are operating internationally. Students are expected to show interest and enthusiasm to embark on an international management career.

Greater insight into growing international business trends, strategies and operations will be studied. As economic, social and technological issues are becoming increasingly integrated between nations and firms, managers and professionals are facing the pressure of expanding cross border issues. In order to compete in the international marketplace effectively, this module will examine international management issues within the overall context of cross-cultural, comparative, strategic, operational and functional approaches.

Learning outcomes

Students will acquire a general understanding of the global economy, the environment facing an international firm and the management of international business. At the end of this module, students should be able to:

- 1) Understand the emergence of globalisation and its impact to international management.
- 2) Examine the international environmental forces.
- 3) Appreciate country differences and cultural diversity in international Management.
- 4) Know how to develop and implement strategy in an international context.
- 5) Understand the functional areas of the organisation in the global market place.
- 6) Know the role and impact of ethics in international business.

Outline syllabus

- 1) Globalisation and its impacts to international managers
- 2) The international environment
- 3) Ethics and social responsibility
- 4) Managing across cultures
- 5) Organisational cultures and diversity
- 6) Cross-cultural communication and negotiation
- 7) International strategic management
- 8) Market entry strategies
- 9) International organisational structures
- 10) Managing stakeholders relationship
- 11) Management decision and control
- 12) International organisation behaviour issues
- 13) International human resource management

Pedagogy

Each lesson lasts for three hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

Module objectives

Business ethics underlines many of our business activities. If you think that you are not treated fairly at work, it may be an ethical issue. If you buy a product or service which does not live up to its promises in the advertisement, there could be an ethical problems. You may be faced with ethical dilemmas when dealing with you customers. The module explores the different dimensions of business ethics and provides students with a framework to make moral judgments about the ethical nature of business related activities.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the importance of business ethics in a changing environment.
- 2) Differentiate between the various theories of ethics.
- 3) Apply different ethical theories to real business situations.
- 4) Analyse cases using ethical decision making frameworks and approaches.
- 5) Understand the needs of different stakeholders who have different perspectives of ethics in business.
- 6) Consider implications of corporate actions from society, environment, human resource and financial perspectives.
- 7) Appreciate the selection and defence of a mode of action from among alternatives in ethical decision making.

Outline Syllabus

- 1) Business ethics and the changing environment.
- 2) Ethical theory and business practice.

- 3) Ethical principles and guidelines.
- 4) Ethics and the corporations.
- 5) Stakeholder issues and corporate governance.
- 6) Social responsibility and responsiveness.
- 7) Ethical treatment of employees.
- 8) Diversity and discrimination in the workplace.
- 9) Marketing and disclosure of information.
- 10) Ethical issues in information technology.
- 11) Ethical issues in international business.

Pedagogy

Each lesson lasts for 3 hours and comprises a combination of lectures, tutorial exercises and case discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Individual Assignment	20%
4	Final Examination	60%
	Total	100%

Module objectives

This module gives an overview of the information gathering function from the perspective of the researchers who gather the information and the managers who use it. The course addresses the design, collection, analysis, and reporting of research data relevant to an organisation's needs. Students will learn a fundamental research framework and appreciate the interactions among the parts of the research process so as to arrive a research result with confidence. Students will gain knowledge on the applications of descriptive and inferential statistical concepts in the business environment.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the business research process
- 2) Identify research problem and prepare proposal
- 3) Carry out requirements analysis
- 4) Adopt appropriate research methods
- 5) Appreciate the importance of sampling
- 6) Perform editing and coding
- 7) Know how to analyse data and to generate results
- 8) Prepare and present research report
- 9) Know the role and impact of ethics in business research
- 10) Appreciate the limitations of research methods

Outline syllabus

- 1) The importance of business research.
- 2) Overview of the research process.
- 3) Ethical issues in business research.
- 4) Problem definition and the research proposal.
- 5) Exploratory research and qualitative analysis.
- 6) Collecting secondary data
- 7) Research methods for collecting primary data
- 8) Measurement and scaling concepts.
- 9) Questionnaire design.
- 10) Sampling Procedures.
- 11) Sample size and designs.
- 12) Editing and coding.
- 13) Data analysis: descriptive and inference statistics.
- 14) Report and presentation of research results.

Pedagogy

Each lesson lasts for 3 hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

DB205 Business Policy and Strategy

Module objectives

The managers in modern business are facing increasingly competitive and uncertain environment. The aim of this course is to provide students with a good knowledge on the formulating, implementing, and evaluating of organisational strategy in a complex business environment. Students are expected to gain knowledge and to develop skills on how to manage an organisation, the industry and the external and internal environments in which it operates, and making decisions which lead to actions toward implementing those plans.

Learning outcomes

At the end of this module, students should be able to:

- 1) Develop an abilities to analyse, plan, and formulate policy and strategy to business problems.
- 2) Learn the process of business policy and strategy formulation, development and implementation.
- 3) Apply analytical tools of strategic management to competitive situations in various of industries.
- 4) Identify strategic issues, analyse and evaluate a company's competitive position, and provide recommendations.
- 5) Write and present clear, concise and coherent professional report to address the organisation's strategic management problem.

Outline Syllabus

- 1) Introduction to business policy and strategic management
- 2) Introduction to case analysis
- 3) Strategic management concepts

- 4) Ethics and social responsibility
- 5) Scanning the Environment
- 6) Industry and organisational analysis
- 7) Strategy formulation & choice
- 8) Corporate, business and functional strategies
- 9) Strategy implementation
- 10) Evaluation and control
- 11) Managing technology and innovation
- 12) Entrepreneurial ventures and small businesses
- 13) Strategy in non-profit organisations

Pedagogy

Each lesson lasts for 3 hours and comprises a combination of lectures and tutorial discussions.

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give students opportunities to present and reflect in class their learning outcomes from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%