

## Course Modules:

### The Principles of Management

Management is defined as the function that coordinates the efforts of people to accomplish goals and objectives using available resources efficiently and effectively in business and organization. Management comprises planning, controlling, organizing, staffing, leading and controlling an organization or initiative to accomplish a goal. It is a core module to all Business Management/Studies.

Learning outcomes:

On successful completion of this module, students should

- Be able to appreciate the concept of Management
- Appreciate the role of a manager in organization
- Understand why management is importance
- Apply management theories in workplace

### Syllabus

- Introduction to Management
- Evolution of Management theories
- Planning
- Controlling
- Organizing
- Leading
- Decision making
- Motivation
- Delegation and Empowerment
- Communication

### Lesson Plan

Session	Subject
1	The definition of Management
2	Evolution of Management theories
3	Difference of Managing and Leading
4	Planning and Controlling
5	Leadership
6	Organizing and organizational Change
7	Delegation and Empowerment
8	Different Decision Making Approach
9	Corporate Communication
10	Management in 21 <sup>st</sup> century
11	Students' Presentation
12	Examination

### Recommended Textbook

Introduction to Management', by: Zhou Yongsheng, Qing Hua Da Xue Chu Ban She

## The Theories of International Trade & Practice

The emergence of Globalization has a huge impact on International Trade and Practice. The development of International Business Theories also proved that International Trade does contribute to reducing the cost of products and services that benefited the world through trading among different countries. Incoterms is also taught in this module.

Learning outcomes:

On successful completion of this module, students should

- Understand the the basic concept of International Trade
- Appreciate the main issue of International trade, such as: contract, insurance, delivery of goods, Letter of Credit and etc.
- Intcoterms 2008
- Describe and explain dispute, arbitration and claims
- To be familiar with different mode of International trade

### Syllabus

- International trade theories
- Incoterms 2008
- Pricing of goods
- Delivery of goods
- Transportation of goods
- Contract of International trade
- Insurance
- Letter of Credit
- Dispute, arbitration and claim
- Modes of International Trade

### Lesson Plan

Session	Subject
1	International trade theories
2	Incoterms 2008
3	Pricing of goods
4	Delivery of goods
5	Transportation of goods
6	Contract of International trade
7	Insurance
8	Letter of Credit
9	Dispute, arbitration and claim
10	Modes of International Trade
11	Students' Presentation
12	Examination

### Recommended textbook

'International Trade Practice', Xu Jinglin, Dong Bei Cai Jing Da Xue Chu Ban She

## Business Accounting

Accounting is the measurement, processing and communication of financial information about economic entities. Accounting has been called the "language of business", measures the results of an organization's economic activities and conveys this information to a variety of users including investors, creditors, management, and regulators. Practitioners of accounting are known as accountants.

Learning outcomes:

On successful completion of this module, students should:

- Be able to understand the basic concepts of accounting
- Read, evaluate and explain financial statements
- Be able understand different cost issues
- Understand the relationship of different costs including fixed costs and breakeven analysis

### Syllabus

- The Nature and Purpose of Accounting
- Basic Accounting Concepts: The Balance Sheet
- Basic Accounting Concepts: The Income Statement
- Accounting Records and System
- Revenue and Monetary Assets
- Cost of Sales and Inventories
- Understanding Financial Statements
- The Behaviour of Cost
- Standard Costs, Variable Costing Systems
- Production Cost Variance Analysis

### Lesson Plan

Session	Subject
1	The Nature and Purpose of Accounting
2	Basic Accounting Concepts: The Balance Sheet
3	Basic Accounting Concepts: The Income Statement
4	Accounting Records and System
5	Revenue and Monetary Assets
6	Cost of Sales and Inventories
7	Understanding Financial Statements
8	The Behaviour of Cost
9	Standard Costs, Variable Costing Systems
10	Production Cost Variance Analysis
11	Students' Presentation
12	Examination

### Recommended textbook

'Accounting', by: Zhao Hongjin, Published by: Qing Hua Da Xue Chu Ban She



## Business Economics

Economics is the social science that studies the behaviour of individuals, households, and organizations (called economic actors, players, or agents), when they manage or use scarce resources, which have alternative uses, to achieve desired ends. Agents are assumed to act rationally, have multiple desirable ends in sight, limited resources to obtain these ends, a set of stable preferences, a definite overall guiding objective, and the capability of making a choice.

On successful completion of this module, students should:

- Be able to understand the key concepts of economics
- To know why economics is important in today's business world
- To understand different markets from an economics perspective
- Understand how economics impacts upon business and individuals

## Syllabus

- Economics tools and Economics Systems
- Demand, Supply and Markets
- Elasticity of Demand and Supply
- Consumer Choice and Demand
- Production and Cost in Firm
- Perfect Competition
- Monopoly
- Monopolistic Competition and Oligopoly
- Capital, Interest, Entrepreneurship and Corporate Finance

## Lesson Plan

Session	Subject
1	Economics tools and Economics Systems
2	Demand, Supply and Markets
3	Elasticity of Demand and Supply
4	Consumer Choice and Demand
5	Perfect Competition
6	Monopoly
7	Monopolistic Competition and Oligopoly
8	Capital, Interest, Entrepreneurship and Corporate Finance
9	Interest
10	National issues
11	Students' Presentation
12	Examination

## Recommended textbook

'Western Economics', by: Qin Yunxiu and other, Publisher: Ke Xue Chu Ban She

## Human Resource Management

Human resources management is a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems.

Learning outcomes:

On successful completion of this module, students should

- Understand the basic concepts of HRM
- To know the role of HRM plays in organisation
- Appreciate how HRM is important in a national wide prospect
- To relate HRM in our career development

### Syllabus

- Human Resource Planning
- Recruitment
- Selection and Placement
- Training
- Performance Management
- Employee Development
- Employee Separation and Retention
- Pay Structure Decisions
- Employee Benefits
- Collective Bargaining and Labour Relations
- Managing Human Resources Globally

### Lesson Plan

Session	Subject
1	Human Resource Planning
2	Recruitment
3	Selection and Placement
4	Training
5	Performance Management
6	Employee Development
7	Employee Separation and Retention
8	Pay Structure Decisions
9	Employee Benefits
10	Collective Bargaining and Labour Relations
11	Students' Presentation
12	Examination

### Recommended textbook

'Text for Human Resource Management', by: Zhang Yichi, Bei Jing Da Xue Chu Ban She

## Customer Service Management

Customer service is the provision of service to customers before, during and after a purchase. It is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation. The importance of customer service may vary by product or service, industry and customer. Customer service plays an important role in an organization's ability to generate income and revenue. A customer service experience can change the entire perception a customer has of the organisation.

Learning outcomes:

On successful completion of this module, students should

- Understand and explain the basic concepts of Customer Service
- Appreciate why Customer Service is so important to a business
- Identify and explain the techniques used in Customer Service
- Understand and describe how Customer Service affect the customers

### Syllabus

- The Customer Service Profession
- Contributing to the Service Culture
- Verbal Communication Skills
- Nonverbal Communication Skills
- Listening to the Customer
- Customer Service and Behaviour
- Service Breakdowns and Service Recovery
- Customer Service in a Diverse World
- Customer service Via Technology
- Encouraging Customer Loyalty

### Lesson Plan

Session	Subject
1	The Customer Service Profession
2	Contributing to the Service Culture
3	Verbal Communication Skills
4	Nonverbal Communication Skills
5	Listening to the Customer
6	Customer Service and Behaviour
7	Service Breakdowns and Service Recovery
8	Customer Service in a Diverse World
9	Customer service Via Technology
10	Encouraging Customer Loyalty
11	Students' Presentation
12	Examination

### Recommended textbook

'Customer Service Management', by: KuKe, Jing Ji Chu Ban She





## Financial Management

Financial Management refers as the efficient and effective management of money (funds) in such a manner as to accomplish the objectives of the organization. It is the specialized function directly associated with the top management. The significance of this function includes how to raise the capital, how to allocate it i.e. capital budgeting. Not only about long term budgeting but also how to allocate the short term resources like current assets. It also deals with the dividend policies of the shareholders.

Learning outcomes:

On successful completion of this module, students should:

- Understand the basic concept of Financial Management
- Appreciate how Financial Management affect the success of an organisation
- Understand and apply financial statement analysis
- To apply the concepts of financial management

## Syllabus

- Introduction to Corporate Finance
- Accounting Statement and Cash Flow
- Net Present Value
- Bond
- Stocks
- Net Present Value and Capital Budgeting
- Long-term Financing and Debt
- Short-term Finance and Planning
- Cash Management
- Financial Statement Analysis

## Lesson Plan

Session	Subject
1	Introduction to Corporate Finance
2	Accounting Statement and Cash Flow
3	Net Present Value
4	Bond
5	Stocks
6	Net Present Value and Capital Budgeting
7	Long-term Financing and Debt
8	Short-term Finance and Planning
9	Cash Management
10	Financial Statement Analysis
11	Students' Presentation
12	Examination

## Recommended textbook

'Fundamental of Finance', by: Bo Yuan, Xia Men Da Xue Chu Ban She



## Marketing Management

Marketing management is focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Globalization has led firms to market beyond the borders of their home countries, making international marketing highly significant and an integral part of a firm's marketing strategy.

Learning outcomes:

On successful completion of this module, students should

- Understand the basic concepts of Marketing Management
- Understand what Marketing Mix is and why it is important in Marketing?
- Describe and evaluate the main aspects of Marketing, such as: marketing survey, segmentation, position and etc.
- To appreciate how marketing will affect a business development

## Syllabus

- Strategy of Marketing
- The Marketing environment of firms
- Marketing Survey and Research
- Marketing positioning and segmentation
- Advertising and Promotion
- Public Relation
- The marketing mix
- Consumers' behaviour
- Product Life Cycle
- Pricing
- Sales and Sales Management

## Lesson Plan

Session	Subject
1	Strategy of Marketing
2	The Marketing environment of firms
3	Marketing Survey and Research
4	Marketing positioning and segmentation
5	Advertising and Promotion
6	Public Relation
7	The marketing mix
8	Consumers' behaviour
9	Product Life Cycle/Pricing
10	Sales and Sales Management
11	Students' Presentation
12	Examination

## Recommended textbook

'Marketing Introduction, by Philip Kotler, translated by Yu Lijun and other, Hua Xia Publishing House'.

## Corporate Strategic Management

Strategic management involves the formulation and implementation of the major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization competes. Strategic management provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans.

Learning outcomes:

On successful completion of this module, students should

- Understand and explain the concepts of Corporate Strategic Management
- Analyse the impact of external and internal environment on Business
- Appreciate and evaluate the different levels of strategy
- Understand and apply PEST analysis, Five Forces analysis and SWOT analysis

## Syllabus

- Strategic Management and Strategic Competitiveness
- The External Environment
- The Internal Environment
- Business-level Strategy
- Competitive Dynamics
- Corporate-level Strategy
- International Strategy
- Cooperative Strategy
- Corporate Governance
- Strategic Leadership

## Lesson Plan

Session	Subject
1	Strategic Management and Strategic Competitiveness
2	The External Environment
3	The Internal Environment
4	Business-level Strategy
5	Competitive Dynamics
6	Corporate-level Strategy
7	International Strategy
8	Cooperative Strategy
9	Corporate Governance
10	Strategic Leadership
11	Students' Presentation
12	Examination

## Recommended textbook

'Corporate Strategic Management', Author: Xu Erming, China Economic Publisher'

## **Business Communication**

This subject highlights the importance of communication skills and strategies for managers need in today's highly challenging workplace. It also focuses on comprehensive range of managerial competencies that would enable a manager to have effective communication with inter-department, customers, subordinates, superiors as well as in the global business circles.

Learning outcomes:

On successful completion of this module, students should be able to:

- Understand and discuss the concepts of Business Communication
- Understand and evaluate the importance of communication in running a successful business
- Explain the different issue of communication in relating to individual and groups

### **Syllabus**

- Introduction to Communication
- Organizational Communication
- Enhancing Human Relationship
- Effective Listening
- Non-Verbal Communication
- Interview
- Communication Channels
- Presentation
- Business Etiquette
- Event Management

### **Lesson Plan**

Session	Subject
1	Introduction to Communication
2	Organizational Communication
3	Enhancing Human Relationship
4	Effective Listening
5	Non-Verbal Communication
6	Interview
7	Communication Channels
8	Presentation
9	Business Etiquette
10	Event Management
11	Students' Presentation
12	Examination

### **Recommended textbook**

'Management Communication', Author: Kang Qing, 'Chinese People Publisher'.

## Modern Enterprise Development

This module aims on stressing how to set-up a business/firm, how to run a firm successfully. It introduces the main issues that an enterprise will be facing, such as: the basic functions of accounting, finance, human resource and marketing than a firm will operate in daily activities basis. It imparts to the students the minimum knowledge that needed to run a business from a sole Soles Proprietorship, Partnership and Company in general.

Learning outcomes:

On successful completion of this module, students should be able

- Understand and evaluate the characteristics of Small and Medium enterprise
- Identify and discuss issues related to Modern Enterprise
- Evaluate and apply procedures on the development of Enterprise
- Identify and evaluate issues of running an Enterprise

### Syllabus

- An introduction to SME
- Set-up of individual and SME
- Formulation of Business Ideas and Initial evaluation
- Analysis of External environment
- Corporate mission and strategy
- Financial and Accounting
- Human Resource Management
- Marketing
- Sole Proprietorship and Partnership
- Set-up of Company

### Lesson Plan

Session	Subject
1	An introduction to SME
2	Set-up of individual and SME
3	Formulation of Business Ideas and Initial evaluation
4	Analysis of External environment
5	Corporate mission and strategy
6	Financial and Accounting
7	Human Resource Management
8	Marketing
9	Sole Proprietorship and Partnership
10	Set-up of Company
11	Students' Presentation
12	Examination

### Recommended textbook

'Break through the bottleneck of Small and Medium Enterprise', by: Yu Shiwei, 'Eastern Publisher.'

## Electronic Commerce

Electronic commerce, commonly known as E-commerce or eCommerce, is trading in products or services conducted via computer networks such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices, social media, and telephones as well.

Learning outcomes:

On successful completion of this module, students should be able to:

- Understand and apply the key concepts of E-Commerce
- Identify and discuss issues regarding E-Commerce, such as: legal aspects, rules and regulations, privacy and intellectual property and etc.
- Understand the different modes of E-Commerce
- Understand and evaluate E-retail, auction, financial, entertainment and career services

### Syllabus

- E-commerce Business Modules and Concepts
- The Internet and World Wide Web: E-Commerce Infrastructure
- Building and E-Commerce Web Site
- Online Security and Payment Systems
- E-commerce Marketing Concepts
- E-commerce Marketing Communication
- Ethical, Social, and Political issues in E-Commerce
- Online Retailing and Services
- Online Content and Media
- Social Networks, Auctions, and Portals

### Lesson Plan

Session	Subject
1	E-commerce Business Modules and Concepts
2	The Internet and World Wide Web: E-Commerce Infrastructure
3	Building and E-Commerce Web Site
4	Online Security and Payment Systems
5	E-commerce Marketing Concepts
6	E-commerce Marketing Communication
7	Ethical, Social, and Political issues in E-Commerce
8	Online Retailing and Services
9	Online Content and Media
10	Social Networks, Auctions, and Portals
11	Students' Presentation
12	Examination

**Recommended textbook** 'E-commerce of Ali Baba', by: Liu Junbing, 'Qing Hua University Publisher,'



## Global Business Development

Global business means a business unit which has operations of firms with interests in multiple countries. Global business by its nature is a primary determinant of international trade. One of the results on the increasing success of international business venture is globalisation.

Learning outcomes:

On successful completion of this module, students should be able to:

- Describe and discuss the key concepts of International Business
- Identify and evaluate the types of International Business
- Understand the impact of Economic, Social and Political Environment and Legal factors
- Evaluate the different Modes of International Business

## Syllabus

- Introduction to Globalization
- National Differences in Political Economy
- Differences in Culture
- The Political Economy of International Trade
- Foreign Direct Investment
- The Strategy of International Business
- Global Production, Outsourcing and Logistics
- Global Marketing and R&D
- The International Monetary System

## Lesson Plan

Session	Subject
1	Introduction to Globalization
2	National Differences in Political Economy
3	Differences in Culture
4	The Political Economy of International Trade
5	Foreign Direct Investment
6	The Strategy of International Business
7	Global Production, Outsourcing and Logistics
8	Global Marketing and R&D
9	The International Monetary System
10	Trend of Global Production
11	Students' Presentation
12	Examination

## Recommended textbook

'International Business, Author: Charles W.L. Hill, Translated by: Zhou Jianling, Chinese Peoples' Publisher.

## Entrepreneurship

"Entrepreneurship" may result in new organizations or revitalize mature organizations in response to a perceived business opportunity. A new business started by an entrepreneur is referred to as a startup company. In recent years, the term has been extended to include social and political forms of entrepreneurial activity. Entrepreneurship within a firm or large organization has been referred to as intrapreneurship and may include corporate ventures where large entities spin off subsidiary organizations.

Learning outcomes:

On successful completion of this module, students should be able:

- Master the concept of entrepreneurship
- Describe and discuss the different issue related to entrepreneurship, such as: entrepreneurial process, practices and structure, and etc.
- Identify and evaluate setting up business and running it
- Understand issues that impact entrepreneurship

## Syllabus

- Systematic Entrepreneurship and Systematic Innovation
- The Entrepreneurial Management
- The Entrepreneurial Process
- Entrepreneurial Practices and Structure
- Self-employment and enterprise
- Networking and enterprise
- Marketing and enterprise
- Labour management and enterprise
- Strategy and enterprise
- Franchising and enterprise

## Lesson Plan

Session	Subject
1	Systematic Entrepreneurship and Systematic Innovation
2	The Entrepreneurial Management
3	The Entrepreneurial Process
4	Entrepreneurial Practices and Structure
5	Self-employment and enterprise
6	Networking and enterprise
7	Marketing and enterprise
8	Labour management and enterprise
9	Strategy and enterprise
10	Franchising and enterprise
11	Students' Presentation
12	Examination

## Recommended textbook

'Regain Entrepreneurship' Mechanical Industry Publisher'.

## Leadership

Leadership has been described as “a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task”. For example, some understand a leader simply as somebody whom people follow, or as somebody who guides or directs others, while others define leadership as "organizing a group of people to achieve a common goal. Firm, whether it is locally owned or MNCs, depends mainly on its senior executive’s leadership to run business successfully. It is the reason why this module is introduced in this course.

Learning outcomes:

On successful completion of this module, students should be able to:

- Understand, describe and discuss the key concepts of Leadership
- Describe the role of a leader in an organization
- Apply the theories in leading
- Relate the different issue and apply them in workplace, such as: motivation and empowerment, leadership communication and etc.

## Syllabus

- Introduction to ‘Leadership’
- Traits, Behaviours, and Relationships
- Approaches to Leadership
- Leadership Mind and Heart
- Courage and Moral Leadership
- Motivation and Empowerment
- Leadership Communication
- Developing Leadership Diversity
- Leadership Power and Influence
- Outstanding Leader’s specifics
- Shaping Culture and Value
- Leading Changes
- Creating Vision and Strategic Direction

## Lesson Plan

Session	Subject
1	Introduction to ‘Leadership’
2	Traits, Behaviours, and Relationships
3	Approaches to Leadership
4	Courage and Moral Leadership
5	Motivation and Empowerment
6	Leadership Communication
7	Developing Leadership Diversity
8	Leadership Power and Influence
9	Shaping Culture and Value
10	Leading Changes
11	Students’ Presentation
12	Examination

**Recommended textbook** ‘Leadership, by Richard L. Daft, translated by: Yang Bin, Electronic Industry Publisher.

**International Marketing Strategy**

International marketing is the export, franchising, joint venture or full direct entry of a marketing organization into another country. This can be achieved by exporting a company's product into another location, entry through a joint venture with another firm in the target country, or foreign direct investment into the target country. The development of the marketing mix for that country is then required - international marketing. It can be as straightforward as using existing marketing strategies, mix and tools for export on the one side, to a highly complex relationship strategy including localization, local product offerings, pricing, production and distribution with customized promotions, offers, website, social media and leadership.

**Learning outcomes**

On successful completion of this module, students should be able to:

- Understand and discuss the key concepts of International Marketing Strategy
- Recommend strategy on International Marketing
- Describe and evaluate the different issue of International Marketing
- Relate those issues that focus on International Marketing, such as: Political, Cultural, Legal and etc.

**Syllabus**

- Introduction to Marketing
- International Marketing: Main Concepts and Basic Principles
- International Marketing: Economics Environment
- International Society, Culture, Environment Analysis
- International Political, Legal, Institutional Environment Analysis
- International Marketing Information System and Research
- Strategies for International Competition
- International Segmentation Process
- International Market Product Strategy
- International Price/Place/Promotion Strategies

**Lesson Plan**

Session	Subject
1	Introduction to Marketing
2	International Marketing: Main Concepts and Basic Principles
3	International Marketing: Economics Environment
4	International Society, Culture, Environment Analysis
5	International Political, Legal, Institutional Environment Analysis
6	International Marketing Information System and Research
7	Strategies for International Competition
8	International Segmentation Process
9	International Market Product Strategy
10	International Price/Place/Promotion Strategies
11	Students’ Presentation
12	Examination

### Recommended textbook

'Market Survey and Market Analysis, Author: Li Guoqiang'.

### Graduation

Upon completion of this programme, students will be awarded 'Higher Diploma in International Business' and may progress to a Business Degree Programme. Students who wish to exit the programme and have passed at least 8 modules, will be awarded a Diploma in Business.

Grade		Percentage
High Distinction	HD	80-100%
Distinction	D	70-79%
Credit	C	60-69%
Pass	P	50-59%

### Lecturers

	Module	Lecturer
1	The Principles of Management	Mr Philip Yu
2	The Theories of International Trade and Practice	Mr Ong Boon Hoe
3	Business Accounting	Mdm Wang Lan
4	Business Economics	Mr Ang Taie Ping
5	Human Resource Management	Mr Goh Mian
6	Customer Service Management	Mdm Jennifer Zuo Congrong
7	Financial Management	Mdm Jennifer Zuo Congrong
8	Marketing Management	Mr Victor Hoon
9	Corporate Strategic Management	Mr Goh Mian
10	Business Communication	Mr Goh Mian
11	Modern Enterprise Development	Mr Ong Boon Hoe
12	Electronic Commerce	Mr Victor Hoon
13	Global Business Development	Mr Tan Han Guan
14	Entrepreneurship	Mr Philip Yu
15	Leadership	Mr Philip Yu
16	International Marketing Strategy	Mr Victor Hoon