

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	Delegation and Empowerment
7	Different Decision Making Approach
8	Corporate Communication
9	Revision
10	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 and Letter of Credit
8	Modes of International Trade
9	Revision
10	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 and Income Statement
3	Accounting Records and System
4	Revenue and Monetary Assets
5	Cost of Sales and Inventories
6	Understanding Financial Statements
7	Standard Costs, Variable Costing Systems
8	Production Cost Variance Analysis
9	Revision
10	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 and Monopoly
6	Monopolistic Competition and Oligopoly
7	Capital, Interest, Entrepreneurship and Corporate Finance
8	Interest and National issues
9	Revision
10	Examination

Recommended textbook

'Western Economics', by: Qin Yunxiu and other, Publisher: Ke 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	Encouraging Customer Loyalty
9	Revision
10	Examination

Recommended textbook

'Customer Service Management', by: KuKe, Jing Ji 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 and Public Relation
6	The marketing mix
7	Consumers' behaviour and Product Life Cycle
8	Sales and Sales Management
9	Revision
10	Examination

Recommended textbook

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

Graduation

Upon completion of this programme, students will be awarded 'Diploma in Business Administration' and may progress to an Advanced Diploma Programme.

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

Lecturers

	Module	Lecturer
1	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	Customer Service Management	Mdm Jennifer Zuo Congrong
6	Marketing Management	Mr Victor Hoon