

## Course Modules:

### 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 and Internal Environment
3	Business-level Strategy
4	Competitive Dynamics
5	Corporate-level Strategy
6	International Strategy
7	Cooperative Strategy
8	Corporate Governance and Strategic Leadership
9	Revision
10	Examination

### Recommended textbook

'Corporate Strategic Management', Author: Xu Erming, China Economic 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, Services, Content and Media
9	Revision
10	Examination

**Recommended textbook** ‘E-commerce of Ali Baba’ , by: Liu Junbing, ‘Qing Hua University 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	Franchising and enterprise
9	Revision
10	Examination

## Recommended textbook

'Regain Entrepreneurship' Mechanical Industry Publisher'.

## Principles of Logistics and Supply Chain Management

To understand Logistics and Supply Chain Management from their theoretical basis, on their definitions, operation pattern, their importance in business development, their business economic value creations, enhance business competitiveness through Supply Chain Management, the effect on global economic development by the Logistics Management, and the future development trends on Logistics and Supply Chain Management.

Learning outcomes:

On successful completion of this module, students should be able

- To master the concept of entrepreneurship
- To describe the different issue related to entrepreneurship, such as: entrepreneurial process, practices and structure, and etc.
- Who to setup a business and run it
- Issue that impact entrepreneurship

### Syllabus

- Introduction to Logistics Management:
- Basic Logistics Theory
- Logistics Activities
- Logistics System and Logistics Interface
- Corporate Logistics
- Supply chain management
- Logistics Corporation
- Logistics Organization

### Lesson Plan

Session	Subject
1	Introduction to Logistics Management:
2	Basic Logistics Theory
3	Logistics Activities
4	Logistics System and Logistics Interface
5	Corporate Logistics
6	Logistics Organization
7	Logistics Corporation
8	Supply chain management
9	REvision
10	Examination

### Recommended textbook

'Fundamental of Modern Logistics', by: Wei Jigang, Hai Tian Publisher.

## Hospitality & Tourism

In the dynamic and ever changing hospitality industry, it is imperative that today's hotel and resort managers embrace change, manage markets, retain customers and ensure their property remains vibrant and successful. This subject aims at corporate, strategic, financial and management issues facing today's hospitality managers.

Learning outcomes:

On successful completion of this module, students should be able

- To master the concept of Hospitality, Resort and Leisure Industry
- To describe the different issue related Hotel and Resort Analysis
- To understand the operations of Hotel and Resort management
- Managing of MICE

### Syllabus

- Understanding Hospitality, Resort and Leisure Industry
- The Macro and Micro Environments of Hotels and Resorts
- Hotel and Resort Industry Analysis
- Managing Customer Experience
- Hospitality Marketing Management
- Resort Operations Management
- Managing MICE
- Hotel Strategy and Developing a competitive advantage
- Key Success factors for hotels and Resorts
- Corporate level Strategies for Hotel and Resort

### Lesson Plan

Session	Subject
1	Understand Hospitality, Resort and Leisure Industry
2	The Macro and Micro Environments of Hostels and Resorts
3	Hotel and Resort Analysis
4	Managing Customers Experience
5	Hospitality Marketing Management
6	Resort Operations Management and Managing MICE
7	Key Success factors for Hotel Development and Management
8	Corporate Level Strategies for Hotels and Resorts
9	Revision
10	Examination

### Recommended textbook

'Modern Hotel Management', by: Du Daming, Fu Dan University Publisher.

## Employment Relations

This module provides in-depth knowledge of employment relations functions in both its theoretical and applied dimensions. It will also provide practical insights and actual examples of managing employee relations issues drawing on the cast experience of the trade unions in labour relations matters.

### Syllabus

- Employees and Employer Organization
- Introduction to Industrial Relations
- Industrial Relations Theory and Practice
- The Changing Nature of Work Employment
- Industrial Conflict
- Collective Bargaining
- Negotiation
- Grievance Handling
- Termination and Dismissal

Learning outcomes:

On successful completion of this module, students should be able

- To master the characteristics of Employment Relations
- To understand the important of relation of Employer and Employee
- To understand the role of union plays in the business world
- To understand issue of Employment Relations
- Issue that impact entrepreneurship

### Lesson Plan

Session	Subject
1	Employers and Employer Organizations
2	Introduction to Industrial Relations
3	Industrial relations theory and practice
4	The Changing nature of work employment
5	Industrial conflict
6	Collective bargaining
7	Negotiation technique and Grievance Handling
8	Trade Union and Tripartism
9	Revision
10	Examination

### Recommended textbook

‘Employment Relations’, by Philip, ‘North East Financial and Economic Publisher’.

## Graduation

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

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

## Lecturers

	Module	Lecturer
1	Corporate Strategic Management	Mr Goh Mian
2	Electronic Commerce	Mr Victor Hoon
3	Entrepreneurship	Mr Philip Yu
4	Principles of Logistics and Supply Chain Management	Mr Goh Mian
5	Employment Relations	Mr Ang Taie Ping
6	Hospitality and Tourism	Mdm Jennifer Zuo Congrong