

Course Modules:

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 st century
11	Students' Presentation
12	Examination

Recommended Textbook

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

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.
- Incoterm 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'.

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.

Outlines of Module:

- 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 (1)
4	Logistics Activities (2)
5	Logistics System and Logistics Interface
6	Corporate Logistics
7	Supply chain management
8	Logistics Corporation
9	Logistics Organization
10	Future trend of Logistics
11	Students' Presentation
12	Examination

Recommended textbook

'Fundamental of Contemporary Logistics', Author: Wei Jigang, Shi Zulin, Hai Tian Publisher.

Demand Management and Customer Service

The essence of Demand Management is to further the ability of the firm throughout the supply chain, from manufacturing to the customers, to collaborate on activities related to the flow of products, services, information and capital. The desired end result should be to create greater value for the end users or consumers. Customer service realize the meaning of customer service, and understand its importance to logistics and supply chain management, elements of customer service, performance measures for customer service and implementing customer service standards, expected cost of stock-outs.

Outlines of Module:

- Demand Management Defined
- Information use in Demand Management
- Forecasting
- Managing Demand
- Customer Service
- Measuring and Controlling Customer Service
- Meeting Customer Demands
- Overall Customer Service Policy

Lesson Plan

Session	Subject
1	Demand Management Defined
2	Information use in Demand Management
3	Forecasting (1)
4	Forecasting (2)
5	Managing Demand
6	Customer Service
7	Customer Service
8	Measuring and Controlling Customer Service
9	Meeting Customer Demands
10	Overall Customer Service Policy
11	Students' Presentation
12	Examination

Recommended textbook

'Business Logistics Management', Author: Wei Jigang, Wang Shengqi, Hai Tian Publisher.

Transportation Management

The transportation system provides facilities (or infrastructure) and services (or carriers) which make possible the production, distribution and consumption of goods as well as the movement of people from place to place for them to engage in various socio-economic activities. Transportation management deals with the supervision and control of a given transportation operational activity to ensure that every task and function is performed in accordance with standards to achieve the goals of the activity

Outlines of Module:

- Overview of Transportation Management
- Evaluation, sourcing and replacement of transportation equipment
- Selection transportation equipment
- Sourcing
- Replacement of equipment
- The four stages of transportation development
- Transport optimization
- Decision making – transportation Optimization
- The market, cost structure and pricing strategies of Transportation
- Trade off in transportation planning
- Intelligent transport systems and it's application
- Transportation cost and performance management

Lesson Plan

Session	Subject
1	Overview of Transportation Management
2	Evaluation, sourcing and replacement of transportation equipment
3	Selection transportation equipment and Sourcing
4	Replacement of equipment
5	The four stages of transportation development and Transport optimization
6	Decision making – transportation Optimization
7	The market, cost structure and pricing strategies of Transportation
8	Trade off in transportation planning
9	Intelligent transport systems and it's application
10	Transportation cost and performance management
11	Students' Presentation
12	Examination

Recommended textbook

'Fundamental of Business Logistics Management', Author: Wei Jigang and Zhen Zhijun, Hai Tian Publisher.

Warehouse Management and Materials Handling System

The aim of this subject is to provide students a firm grasps of whole range of warehousing fundamentals – from the role of warehousing in the total logistics and supply chain process, the planning process and considerations to the efficient warehousing operations and management of a warehouse. Students will be taught the various storage and material handling systems, from manual methods to mechanized and computerized systems, used in managing the warehouse.

Outlines of Module:

- Introduction to Warehouse Management
- Warehouse Functionality & Planning
- Warehouse Layout.
- Warehouse Operations
- Materials Handling
- Inventory, Basic inventory terms
- Storage Racking System
- Warehouse Management System (WMS)
- Administration: Security, Safety, Fire and Health, People Management in Distribution, World-class Warehouse
- Auditing Warehouse Performance

Lesson Plan

Session	Subject
1	Introduction to Warehouse Management
2	Warehouse Functionality & Planning
3	Warehouse Layout.
4	Warehouse Operations
5	Materials Handling
6	Inventory, Basic inventory terms
7	Storage Racking System
8	Warehouse Management System (WMS)
9	Administration: Security, Safety, Fire and Health, People Management in
10	Distribution, World-class Warehouse and Auditing Warehouse Performance
11	Students' Presentation
12	Examination

Recommended textbook

'Equipment and practical technology of Contemporary Logistics', Author: Ji Shouwen, Hai Tian Publisher.

Inventory Management

This subject will introduce to the students, what is inventory, their objective and functions, what are the inventory costs? Analysis and main important tools of inventory control: ABC analysis, EOQ, independent demand ordering system, MRP and JIT and Physical inventory and warehouse management.

Outlines of Module:

- Introduction to Inventory Management
- Functions and Objectives of Inventory
- Different type of Inventory
- Inventory costs
- Financial Statements and Inventory
- ABC Inventory Control
- Economic-Order Quantity (EOQ)
- Independent Demand Ordering Systems
- Material Requirements Planning (MRP)
- Just-in-time System
- Physical Inventory and Warehouse Management

Lesson Plan

Session	Subject
1	Introduction to Inventory Management
2	Functions and Objectives of Inventory
3	Different type of Inventory
4	Inventory costs
5	Financial Statements and Inventory
6	ABC Inventory Control and Economic-Order Quantity (EOQ)
7	Independent Demand Ordering Systems
8	Material Requirements Planning (MRP)
9	Just-in-time System
10	Physical Inventory and Warehouse Management
11	Students' Presentation
12	Examination

Recommended textbook

'Fundamental of Warehousing and Distribution Management', Author: Gao Benhe, Hai Tian Publisher.

Quality Management

Quality Management is comprised of three components: Quality control, Quality assurance and Quality improvement. Quality Management is focused not only on product quality, but also the means to achieve it. Quality Management uses quality assurance and control of processes as well as products to achieve more consistent quality.

Outlines of Module:

- Introduction to Quality and Performance Excellence
- Modern Importance of Quality
- Principles of Total Quality Management
- Frameworks for Organizational Quality
- Performance Excellence, Competitive Advantage, and Strategic Management
- Quality in Customer-Supplier Relationships
- Designing, Controlling, and Improving Organizational Processes
- Tools and Techniques for Performance Excellence
- Statistical Process Control (SPC)
- Engagement, Empowerment, and Motivation
- Leadership for Performance Excellence
- Performance Excellence and Organizational Change

Lesson Plan

Session	Subject
1	Introduction to Quality and Performance Excellence
2	Modern Importance of Quality
3	Principles of Total Quality Management
4	Frameworks for Organizational Quality
5	Performance Excellence, Competitive Advantage, and Strategic Management
6	Quality in Customer-Supplier Relationships
7	Designing, Controlling, and Improving Organizational Processes
8	Tools and Techniques for Performance Excellence and Statistical Process Control (SPC)
9	Engagement, Empowerment, and Motivation
10	Leadership for Performance Excellence, Performance Excellence and Organizational Change
11	Students' Presentation
12	Examination

Recommended textbook

'Total Quality Management', Author: Hubert K. Rampersad, The Chinese People Publisher.

Decision Support System

This subject introduces the Decision Support Systems, their object and functions, corporate decision, DSS and Supply Chain Management, DSS and Logistics Management Database, Online Analytical Processing etc.

Outlines of Module:

- Corporate Decisions
- Decision Support System
- SS and Logistics Management
- DSS and Supply chain Management
- Database, Database Management Systems and Data Warehouse
- Online Analytical Processing
- Data Mining
- Expert System
- Iterative Heuristics Expert System
- Management of Information System and Decision Support System

Lesson Plan

Session	Subject
1	Corporate Decisions
2	Decision Support System
3	SS and Logistics Management
4	DSS and Supply chain Management
5	Database, Database Management Systems and Data Warehouse
6	Online Analytical Processing
7	Data Mining
8	Expert System
9	Iterative Heuristics Expert System
10	Management of Information System and Decision Support System
11	Students' Presentation
12	Examination

Recommended textbook

'21st Century Support Decision System', Authour: George M.Marakas, Qing Hua University Publisher'

Production and Operations Management

Operations Management is the core of the core functions of an organization whether it is of manufacturing or service sector. Operations Management has been regarded as 'Competitive Advantage' strategy when a company triumphs over its competitors.

Outlines of Modules:

- Operations Strategy in a Global Environment
- Design of Goods and Service
- Process Strategy
- Location Strategy
- Layout Strategy
- Job Design
- Work Measurement
- Inventory Management
- Aggregate Planning
- Material Requirement Planning
- Short-Term Scheduling
- Just-in-time and Lean Production

Lesson Plan

Session	Subject
1	Operations Strategy in a Global Environment
2	Design of Goods and Service
3	Process Strategy
4	Location Strategy
5	Layout Strategy
6	Job Design and Work Measurement
7	Inventory Management and Aggregate Planning
8	Material Requirement Planning
9	Short-Term Scheduling
10	Just-in-time and Lean Production
11	Students' Presentation
12	Examination

Recommended textbook

'Production and Operations Management', Author: William Stevenson, China Mechanical Industry Publisher'

Lecturers

	Module	Lecturer
1	Principles of Management	Mr Philip Yu
2	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	Logistics and Supply Chain Management	Mr Ong Boon Hoe
10	Demand Management and Customers Service	Mr Ong Boon Hoe
11	Transportation Management	Mr Victor Hoon
12	Warehouse and Materials Handling System	Mr Goh Mian
13	Inventory Management	Mr Goh Mian
14	Quality Management	Mr Victor Hoon
15	Decision Support System	Mr Victor Hoon
16	Production and Operations Management	Mr Goh Mian