

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 st century
11	Students' Presentation
12	Revision

Recommended Textbook

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

Quantitative Methods

This course introduces the basic concept of quantitative approaches to decision making. It introduces students to basic concepts of and methods of qualitative methods used by Management. Enables students to understand how to collate and present data, apply and range of statistical and operations research techniques.

On successful completion of this module, students should

- Develop a grounding in qualitative analysis
- Be able to use the key quantitative methods in business decision-making and management research
- Distinguish between different types of data, data collection, analysis and presentation
- Use statistical techniques to analyse, test and interpret
- Identify and define the appropriate quantitative methods to solve business-related problems and determine a set of alternative solutions
- Apply the principles and rules of probability
- Handle a range of financial calculations

Syllabus

- Collecting and Presenting Data

Sampling including: random; stratified; systematic; cluster; sample size; Graphical methods for presenting data including: bar charts; multiple bar charts; histograms; polygons; pie charts; time series plots; scatter plots

- Numerical Summaries of Data

Mathematical notation; Measures of location: mean; Median; Mode; Measures of Spread: Range; Inter-quartile range; sample variance and standard deviation

- Correlation and Regression

Correlation; Linear regression; Multiple regression

- Probability

Measuring probability; The types of probability; The rules of probability; Tree diagram;

Decision Theory

- Discrete Probability Distributions and Simulation

Simple probability distributions; The binomial distribution; The Poisson distribution; Simulating business processes

- Time Value of Money

The normal distribution; Simple and compound interest; annuity present value; discounting and present value; depreciation; payment of interest, present and future value; APR, NPV and IRR

- Breakeven, Return and Risk

Breakeven analysis; return on investment; internal rate of return; bond yield; introduction to risk; expected return; minimum variance portfolio; standard deviation.

Lesson Plan

Session	Subject
1&2	Collecting and Presenting Data
3&4	Numerical Summaries of Data
5	Correlation and Linear Regression
6&7	Probability
8	Discrete Probability Distributions and Simulation
9&10	Time Value of money
11	Breakeven, Return and Risk
12	Revision

Recommended textbook

Buglear, J.; Quantitative Methods for Business and Management; (2012); Pearson

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	Revision

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	Revision

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	Revision

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	Revision

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	Revision

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	Revision

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	Revision

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	Revision

Recommended textbook

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

Project Management

The aim of the module is to introduce students to the important aspects of project management, project evaluation, project implementation and project review. Project scheduling, project costs and risk strategies are also considered.

Learning outcomes:

On successful completion of this module, students should be able

- Describe and explain the nature of projects, type of projects and why project management is important
- Apply project management ideas and techniques
- Identify and evaluate the roles with a project team and sources of conflict
- Identify and evaluate the stages within a project
- Discuss issues relating to planning and control of projects

Syllabus

- Introduction to Project Management

What is a project; nature of projects; key decisions; benefits and challenges; types of projects

- Project Team

The project team: staffing; evolution; motivation; communication; stress; conflict

- Project Risk Management

Types of risk; risk management strategies

- Project Life Cycle and Planning

Life cycle; project planning; resources; main elements; progress; tasks

- Planning and Control

Time – managing; costs – control systems; project planning software

- Project Review

Why conduct a review; Information required; reports

Lesson Plan

Session	Subject
1&2	Introduction Project Management
3&4	Project Teams
5&6	Project Risk Management
7&8	Project Life Cycle ad Planning
9&10	Planning and Control
11	Project Review
12	Revision

Recommended textbook

A Guide to Project Management Body of Knowledge: PMBOK Guide, Project Management Institute

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	Revision

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	Revision

Recommended textbook

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

Operation Management

This module will provide students with a thorough background in the areas of management information systems (MIS) and operations management (OM). The main topics of discussion include the decision processes, information and decision technologies, information strategy, operations management and operations research. The module maintains a good balance between theoretical and practical aspects and encourages students to achieve expertise in both parts.

Learning outcomes:

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

- Explain the function of operations in organisations
- Describe the way operations contribute to organisational competitiveness and strategic direction
- Identify information needed to establish and implement effective operational decisions with particular reference to change management
- Evaluate both the concepts of operations strategies and also the issues raised with implementation in a fast changing environment
- Describe and evaluate the importance of people in the change management process

Syllabus

- Introduction to Operations Management
- Forecasting
- System Design
- Quality: Management of Quality and Quality Control
- Supply Chain Management
- Inventory Management

Lesson Plan

Session	Subject
1	Introduction to Operations Management
2	Forecasting : Process; Approaches; Time Series; Regression & technique
3, 4 & 5	System Design
6 & 7	Quality:
8 & 9	Supply Chain Management
10 & 11	Inventory Management
12	Case study / Presentation / Class tests

Recommended textbook

Stevenson, Sum; (2010); *Operations Management: An Asian Perspective*; McGraw Hill

Organisational Theory & Behaviour

This module is an introduction to the concepts and topics in organisational behaviour (OB) and theory. The course focuses on OB at three levels: individual, interpersonal, and collective. Students will learn the individual level, covering decision-making, motivation, and personality and then turn to the interpersonal level, covering power, influence, and negotiations. The module will include the collective level, covering groups and managing change.

Learning outcomes:

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

- Appreciate core themes of current debates in organisational theory and behaviour
- Explain the base of individual behaviour and interpretation
- Analyse group and team dynamics and develop adequate operational theories
- Explain and discuss the interplay of organisation structure, culture, theory and politics
- Discuss intra-organisational and inter-organisational issues

Syllabus

- Nature of Organisational Behaviour
- Individual
- Groups, Teams and Leadership
- The Process of Management
- Organisational Structure
- Organisation Management

Lesson Plan

Session	Subject
1 & 2	Introduction to Organisational Behaviour
3	Individual
4 & 5	Groups, Teams and Leadership
6 & 7	The Process of Management
8 & 9	Organisational Structure
10 & 11	Organisational Management
12	Case study / Presentation / Class tests

Recommended textbook

Mullins, L.J., (2013); Management and Organisational Behaviour; 10th edition, Pearson

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	Revision

Recommended textbook

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