

## Module Synopsis – Diploma in Management

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### Business Microeconomics

This module is designed to provide students with a foundation understanding and appreciation of microeconomics and the ability to apply this to the analysis of business problems and economic issues. The content includes an introduction to economics; microeconomic methods of analysis; microeconomic policy formulation; the price mechanism and the operation of the market; the role of government; case studies in microeconomic policy.

Assessment weighting: Coursework 100%

### Management Principles

This course aims to familiarise students with the basic principles and theories relating to individual behaviour at work; the managerial role and its context and group processes in work settings. Topics include: the managerial role, the functioning of individuals, groups and teamwork, the organisation and its environment, foundations of planning and organising, organisation structure, foundations of control and managing change.

Assessment weighting: Coursework 100%

### Introduction to Marketing

This course introduces students to the basic principles and practices of marketing and services based industries, and develop an appreciation and understanding of the marketing process. Content: definition of marketing: nature and scope; marketing process, marketing environment; market behaviour and analysis: market research, product classification consumer behaviour; marketing: positioning, segmentation and target marketing; developing the marketing mix; product and price: product life cycles; product development; pricing relationships; packaging; distribution and promotion: channels, logistics of supply; promotions mix; implementing the marketing effort: organising, controlling and evaluating marketing performance.

Assessment weighting: Coursework 60% Examination 40%

### Accounting and Business Decisions

This introductory course seeks to provide students with the knowledge and skills that will enable them to understand and use accounting information in a variety of business settings. Topics include: the nature and purpose of accounting; the investment decision; present value analysis; forms of business organisation; transaction analysis; understanding financial statements; sources of finance; the analysis and interpretation of company financial statements; the use of accounting information in internal decision-making

Assessment weighting: Coursework 50% Examination 50%

## **Business Statistics**

This course covers simple and compound interest, time value of money, annuities, present and future values, data classification and terminology, describing and displaying data, probability and probability distributions, estimation and hypothesis testing, linear regression and correlation, index numbers and time series.

Assessment weighting: Coursework 40%-60% Examination 40-60%

## **Introduction to Human Resource Management**

This course introduces students to a range of activities undertaken by the human resource professional and provides a framework for further study in specialised human resource management (HRM) activities. Integration of HRM with corporate direction, job analysis, performance appraisal, teambuilding, HRD, remuneration and benefits administration, recruitment and selection, employee relations, occupational health and safety, motivation and other contemporary HRM issues.

Assessment weighting: Coursework 40%-60% Examination 40-60%