

Module Synopsis – Advanced Diploma in Management

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 50% | Examination: 50%

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 60% | Examination 40%

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 100%

Business Enterprise Start-up

This module provides the experience of designing, launching and running a business enterprise, using a business simulation. Groups of students undertake market analysis and produce a financially viable business plan which is pitched to a set of investors. The teams then have to run the business in the simulation and make decisions based on the outcomes to improve performance. Each team must produce a final analysis of the results of their enterprise.

Assessment weighting: Coursework 100%

Project Management

Students will understand the theories and processes of project management, the role the project manager, project team and champions play, and the range, scope and complexity of modern projects.

Assessment weighting: Coursework 100%

International Business Management

This module is designed to enable students to demonstrate an understanding of the concept of international business management in a global marketplace and the major sectors of the international business environment, as well as international management challenges, opportunities and barriers. Students will develop an understanding of the social, cultural, economic and political frameworks that impact on business management in Asia/Pacific Rim countries, as well as an understanding of current issues, their timing and the causal effects they have on industry. Students will gain the skills to identify effects of globalisation on industry, and international management challenges, opportunities and barriers, as well as strategies to manage them. Students will also gain an understanding of the impact of political environments and international policies and agreements in international business.

Assessment weighting: Coursework 100%

Management Skills

This module explores the leadership skills and competencies required for managers in a global environment. Opportunities exist for students to benchmark themselves against those skills as potential Global Graduates and plan personal skills development. The ethos of the

module will promote intercultural activity and interaction via participative work. Indicative topics such as strategic leadership skills, cultural awareness, cultural perception, culture shock, cultural learning, intercultural team-working and communication.

Assessment weighting: Coursework 100%

Operations and Supply Chain Management

This module develops students' ability to examine complex businesses and organisations to determine how the operations and its supply chain produce competitive advantage and improve performance to customers. By using a range of real life scenarios using both qualitative and quantitative data in different media students learn to first comprehend, then apply and analyse concepts and principles from the field of operations and supply chain management.

Assessment weighting: Coursework 100%

Entrepreneurial Marketing

This module aims to examine and evaluate the role of marketing within an entrepreneurial setting, its contribution to the achievement of entrepreneurial goals, together with the development and implementation of entrepreneurial marketing actions. Students will be able to identify opportunities for entrepreneurial marketing activities within both profit and non-profit enterprises of any size, any industry and any sector.

Assessment weighting: Coursework 100%