

**Module Synopses**

**Advanced Diploma in Management (E-learning)**

Awarded by Nanyang Institute of Management

Total numbers of Modules - 16

Module & Description	Hours
<p><b>1. Business Microeconomics</b></p> <p>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.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>2. Management Principles</b></p> <p>This module 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.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>3. Introduction to Marketing</b></p> <p>This module introduces students to the basic principles and practices of marketing and services based industries, and develops 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.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45

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<p><b>4. Accounting and Business Decisions</b></p> <p>This module 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.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>5. Business Statistics</b></p> <p>This module covers introduction to statistics, sampling and data collection methods, data presentation, numerical descriptive measures, measures of dispersion, correlation and regression, time series data analysis, index number and probability.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>6. Introduction to Finance</b></p> <p>This module will provide students the tools and resources needed to make wise financial decisions. Students will analyse their personal financial decisions, evaluate the costs and benefits of their decisions, recognise their rights and responsibilities as consumers, and apply the knowledge learned to financial situations encountered later in life.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>7. Fundamentals of Law</b></p> <p>Students will develop an understanding of the role of law in society, how law is created, developed and changed. They gain knowledge of legal principles fundamental to business and develop analytical and problem solving skills. Topics in this course include: the legal framework, contract law (formation, content, vitiating elements, discharge remedies), negligence and intellectual property law.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>8. Human Resource Management</b></p> <p>This module introduces students to various activities undertaken by human resource professionals. It provides a framework for further study in specialised human resource management (HRM) activities. Integration of HRM with corporate direction, job analysis, performance management, team building, training and development, remuneration and benefits administration, recruitment and selection, employee relations, occupational health and safety, motivation and other contemporary HRM issues.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45

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<p><b>9. Management Skills</b></p> <p>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 with attendance monitoring as part of the process.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>10. Operations and Supply Chain Management</b></p> <p>This module 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.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>11. Business Enterprise Start-up</b></p> <p>This module describes the skills, knowledge and values required to understand the entrepreneur's role and function in a range of organisations. The module fosters an environment where students embrace continuous learning, develop the skills of selfreliance, become engaged in their community and cultivate an awareness of social responsibility.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>12. Entrepreneurial Marketing</b></p> <p>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 enterprises of any size, industry and sector.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45

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<p><b>13. Project Management</b></p> <p>This module describes the skills, knowledge and values required to develop an understanding of the project management environment. In particular, the module deals with planning, project integration management including project lifecycle, the relationship between basic business strategies and projects, project selection techniques, human resource management including team development and staff acquisition for projects; tools and techniques of project management including scope, time, scheduling, quality, cost and risk management.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>14. Consumer Behaviour</b></p> <p>This unit explores how consumer behaviour examination and application is central to the planning, development, and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this module prepares students for careers in brand management, advertising, and consumer research. In addition, students will learn to address contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>15.Strategic Analysis</b></p> <p>This course aims to equip students with the tools and techniques of strategic analysis. Strategic management is concerned about running an organisation, i.e. how to plan, manage, lead and organise its activities to take advantage of market and industry opportunities. It provides the direction and purpose for an organisation. In this module, students will learn, via the tools of strategic analysis, how to evaluate strategic options.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45
<p><b>16. International Business Management</b></p> <p>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 and international management challenges, opportunities, and barriers. Students will develop and understand the social, cultural, economic and political frameworks that impact business management in Asia/Pacific Rim countries and understand current issues, their timing, and their causal effects on the industry. Students will gain the skills to identify the effects of globalisation on the industry, international management challenges, opportunities and barriers, and strategies to manage them. Students will also gain an understanding of the impact of political environments and international policies and agreements in international business.</p> <p><b>Assessment weighting: Coursework 100%</b></p>	45