

## Module Synopses

### **Diploma in Management**

Awarded by Nanyang Institute of Management

Total numbers of Modules – 8

| <b>Module &amp; Description</b>  | <b>Hours</b> |
|--|--------------|
| <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. <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 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.</p> <p><b>Assessment weighting: Coursework 100%</b></p> | 45           |

| Module & Description  | Hours |
|---|-------|
| <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 plays an important part in enabling Level 7 students to evaluate research critically. The module, therefore, provides the opportunity for students to develop an understanding of educational research and the demand and challenges of using a range of research methodologies and methods aiming at investigating contemporary issues, taking into account risks and legal and ethical issues.</p> <p><b>Assessment weighting: Coursework 100%</b></p>  | 45    |
| <p><b>6. 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    |
| <p><b>7. 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>8. 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    |