

Module Synopses

Advanced Diploma in Business and Information Technology

Awarded by Nanyang Institute of Management

Total numbers of Modules - 16

Module & Description	Hours
<p>1. Human Resource Management</p> <p>This module provides learners with a foundational understanding of Human Resource Management (HRM) and its vital role in supporting organizational success. Students will explore key HRM principles and how they can be applied to meet diverse organizational needs. The module covers essential HR functions including recruitment, selection, and staffing, equipping learners with practical tools and techniques used in professional HR practices. In addition, students will develop the knowledge required to manage employee relations effectively and ensure compliance with relevant HR policies, labour laws, and regulations. By the end of the module, learners will be able to contribute meaningfully to HR-related decision-making and operational processes within various workplace settings.</p>	45
<p>2. Introduction to Marketing</p> <p>This module introduces students to the core concepts and principles of marketing, providing a solid foundation for understanding how marketing drives business success. Learners will explore various marketing strategies and their application in addressing real-world business challenges and seizing market opportunities. The module also focuses on market research techniques, enabling students to gather, interpret, and analyse consumer data effectively. Through hands-on activities, students will learn to develop and implement basic marketing plans and campaigns. By the end of the module, learners will have practical insights into the marketing process and be equipped with essential skills to support marketing functions in diverse organisational contexts</p>	45
<p>3. Management Principles</p> <p>This module provides students with a comprehensive introduction to the core principles and theories of management. Learners will gain an understanding of how these concepts are applied in addressing real-world organisational challenges. Emphasis is placed on the development of effective communication and interpersonal skills essential for team leadership and motivation. Students will also explore and practise key management functions such as planning, organising, leading, and controlling. By the end of the module, learners will be equipped with foundational management knowledge and practical skills to contribute to the efficiency and success of organisations across various industries.</p>	45

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<p>4. Business Enterprise Start-up</p> <p>This module equips learners with the essential knowledge and skills to initiate and manage a new business venture. Students will learn to identify viable market opportunities and assess the feasibility of their ideas through structured analysis. The module emphasises entrepreneurial thinking, encouraging innovation and adaptability in today's fast-evolving business landscape. Learners will also explore the legal, financial, and regulatory frameworks required to start and sustain a business in Singapore and beyond. A key outcome of the module is the development of a comprehensive business plan that integrates market research, strategic planning, and operational considerations.</p>	45
<p>5. Entrepreneurial Marketing</p> <p>This module focuses on marketing practices specifically tailored for entrepreneurial ventures, small businesses, and start-ups. Students will learn to identify and analyse target markets and customer segments to create effective value propositions. Emphasis is placed on developing and implementing cost-effective marketing strategies that align with the unique needs and constraints of new ventures. The module also explores the use of digital marketing tools and platforms to enhance brand visibility and customer engagement. Learners will gain the ability to evaluate marketing performance using feedback and data analysis, enabling them to refine strategies for optimal impact in dynamic business environments.</p>	45
<p>6. Consumer Behaviour</p> <p>This module enables learners to understand the factors influencing consumer behaviour. It provides the analytical tools to examine consumer decision-making processes and apply relevant theories to the development of effective marketing strategies and campaigns. Learners will also gain practical skills in utilizing consumer research techniques to gather insights that inform product development and guide market segmentation efforts.</p>	45
<p>7. Project Management</p> <p>This module equips learners with the skills to develop comprehensive project plans and schedules that effectively manage timelines and resources. It emphasizes the application of project management methodologies and tools across all project phases—including initiation, planning, execution, monitoring, and control. Learners will also explore risk management techniques to identify, assess, and mitigate potential project risks. Additionally, the module fosters the development of leadership and communication skills essential for guiding project teams and engaging stakeholders toward successful project outcomes.</p>	45

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<p>8. Strategic Analysis</p> <p>This module enables learners to conduct strategic analysis of internal and external factors that influence organizational performance. It introduces strategic management frameworks and tools to assess competitive dynamics and industry trends. Learners will develop the ability to analyse strengths, weaknesses, opportunities, and threats (SWOT) to support informed strategic decision-making. The module culminates in the development of strategic recommendations and actionable plans aimed at achieving organizational objectives and securing a sustainable competitive advantage.</p>	45
<p>9. Fundamentals of Information Technology</p> <p>This module provides learners with a foundational understanding of the basic components and functions of computer systems, including hardware and software. It offers hands-on experience with common operating systems and productivity tools. Learners will explore key IT concepts such as data storage, networking, and system architecture, and apply these skills to solve routine business and technical problems effectively.</p>	45
<p>10. Cyber Security and Ethical Hacking</p> <p>This module introduces learners to the identification and analysis of common cybersecurity threats and vulnerabilities. It emphasizes the application of fundamental security principles to protect networks, systems, and data. Learners will gain an understanding of the ethical and legal considerations surrounding hacking and penetration testing, and will develop hands-on skills in basic ethical hacking techniques for conducting vulnerability assessments.</p>	45
<p>11. Cloud Computing and Virtualization</p> <p>This module provides learners with a comprehensive understanding of cloud computing models, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), as well as various deployment strategies. It equips learners with the skills to configure and manage virtual environments using industry-standard tools. The module also explores the benefits and challenges of cloud adoption for businesses and emphasizes the application of security and compliance measures in cloud-based environments.</p>	45

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<p>12. Enterprise Resource Planning (ERP) Systems</p> <p>This module provides learners with an understanding of the architecture and key components of Enterprise Resource Planning (ERP) systems. It examines how ERP systems integrate various business functions across departments to enhance organizational efficiency. Learners will develop basic proficiency in using an ERP platform such as SAP or Oracle and will evaluate the impact of ERP implementation on overall business performance.</p>	45
<p>13. Software Development and Programming</p> <p>This module introduces learners to the fundamentals of programming using a high-level programming language. It covers essential programming concepts such as variables, loops, functions, and data structures. Learners will develop the ability to write, test, and debug basic programs, applying problem-solving techniques to software development projects. The module also emphasizes the importance of version control and proper documentation practices within coding environments.</p>	45
<p>14. Artificial Intelligence and Machine Learning</p> <p>This module introduces learners to the fundamentals of artificial intelligence (AI) and machine learning concepts. It explores real-world applications of AI across business and technology domains, providing practical insights into its transformative potential. Learners will gain hands-on experience by building simple machine learning models using standard libraries and tools. The module also encourages critical thinking on the ethical considerations and broader societal impacts of AI technologies.</p>	45
<p>15. Systems Analysis and Design</p> <p>This module equips learners with the skills to identify and document business requirements for IT systems effectively. It introduces various System Development Life Cycle (SDLC) models and their application in project planning. Learners will design both logical and physical models for information systems and utilize tools such as flowcharts and Unified Modeling Language (UML) diagrams to communicate and visualize system designs clearly and accurately.</p>	45
<p>16. Internet of Things (IoT) and Smart Technologies</p> <p>This module provides learners with an understanding of the architecture and key components of Internet of Things (IoT) systems. It explores the diverse applications of IoT across industries such as healthcare, manufacturing, and retail. Learners will gain hands-on experience designing simple IoT solutions using sensors and microcontrollers. Additionally, the module addresses important considerations related to security, privacy, and the ethical implications of IoT technologies.</p>	45