

Course Syllabus/Content

Advanced Diploma in Business Management

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Managerial Accounting	60	40	Assignment & Written Exam. 3 hours in duration	Classroom Lectures & Tutorial	50%
Operation Management	60	40	Assignment & Written Exam. 3 hours in duration	Classroom Lectures & Tutorial	50%
Management in Action	60	40	Assignment & Written Exam. 3 hours in duration	Classroom & Lectures Tutorial	50%
Strategic Business Management	60	40	Assignment & Written Exam. 3 hours in duration	Classroom Lectures & Tutorial	50%
Organisational Behaviour	60	40	Assignment & Written Exam. 3 hours in duration	Classroom Lectures & Tutorial	50%
Business Law (localised)	60	40	Assignment & Written Exam. 3 hours in duration	Classroom Lectures & Tutorial	50%
Human Resource Management	60	40	Assignment & Written Exam. 3 hours in duration	Classroom Lectures & Tutorial	50%
Business Marketing	60	40	Assignment & Written Exam. 3 hours in duration	Classroom & Lecture Tutorial	50%

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Subject	Managerial Accounting
Aims and Objectives	It is designed to introduce concepts and techniques to provide information for planning, controlling and decision making by the management of an organisation. The emphasis in the module is on practical problem solving in real business situations.
Learning Outcomes	<ul style="list-style-type: none"> • Discuss the concepts of planning and control and how the management accountant can assist the management process now and in the future • Accumulate and allocate costs to products, services and departments for a range of industries • Select the costing systems that are most appropriate for a given business situation • Analyse the impact on management planning and control systems have on managerial behaviour and the organisation's accounting system • Construct, analyse and present a set of budget statements for a range of budget types (fixed, flexible, zero based) • Apply standards to evaluate performance and control costs • Apply costs-volume-profit analysis in both single and multiple product situations • Discuss the various approaches to materials management • Apply management accounting techniques to make recommendations in a variety of short-term decision making situations • Contrast conventional and contemporary product costing and cost management systems and discuss the role of strategic management accounting
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50%
Module Topics	<ol style="list-style-type: none"> 1. The Manufacturing environment 2. Methods of costing 3. Dealing with overheads 4. Cost-volume-profit analysis 5. Budgeting 6. Standard costs and variances 7. Relevant cost 8. Performance evaluation
Teaching Mode (Full-Time)	Lectures: 30 hours Tutorials/workshop: 30 hours Private Study: 140 hours Total: 200 hours

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Subject	Operation Management
Aims and Objectives	This course will further your understanding of operations as a major function of business in both the manufacturing and service environments. It will also help you to appreciate how behavioural, quantitative, economic and systems disciplines can improve operations decision making.
Learning Outcomes	Analyse and evaluate the conceptual framework of operations management. <ul style="list-style-type: none"> • Communicate how operations decision making can be improved by utilising behavioural, quantitative, economic and systems disciplines. • Use quantitative techniques in forecasting and problem solving in the manufacturing and service environment
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50%
Module Topics	<ol style="list-style-type: none"> 1. Operations and Strategy 2. Types of operations 3. Operational strategy 4. Where operations fit 5. Design of the productive system 6. Processes 7. The concept of waiting 8. Facility location 9. Capacity Planning 10. Facility layouts 11. Design of work systems 12. Work measurement 13. Computer integrated manufacturing(CIM)
Teaching Mode (Full-Time)	Lectures: 30 hours Tutorials/workshop: 30 hours Private Study: 140 hours Total: 200 hours

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Subject	Management in Action								
Aims and Objectives	This module aims to provide students a good understanding of the importance of effective leadership and role of managers to ensure high performance from their staff or teams operating within the context of a dynamic environment								
Learning Outcomes	<ol style="list-style-type: none"> 1. Approaches to management 2. Managers as leaders 3. Effective communication 4. Motivation 5. Managing performance 6. Organisational structure 7. Training and development 8. Team building 9. HRM and the diverse workforce 								
Credit Points:	20 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50% 								
Module Topics	<ul style="list-style-type: none"> • Appreciate the importance of managing people and processes to bring about successful organisation • Acquire various approaches and techniques to be an effective leader • Understand and be able to apply effective communication in an organisation context • Use relevant performance management techniques to help achieve results with others in an organisation • Understand the impact of organisational cultures and structures on work performance • Aware of the importance of team building and development • Realise the role of human resource management in achieving organisational goals. 								
Teaching Mode (Full-Time)	<table style="width: 100%; border: none;"> <tr> <td>Lectures:</td> <td style="text-align: right;">30 hours</td> </tr> <tr> <td>Tutorials/workshop:</td> <td style="text-align: right;">30 hours</td> </tr> <tr> <td>Private Study:</td> <td style="text-align: right;">140 hours</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">200 hours</td> </tr> </table>	Lectures:	30 hours	Tutorials/workshop:	30 hours	Private Study:	140 hours	Total:	200 hours
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Subject	Strategic Business Management
Aims and Objectives	This module aims to introduce the students to some concepts of corporate strategy as to provide some background to strategic thinking. The strategic management process will be analysed to provide an understanding of the methods used to organise and plan in an uncertain business environment
Learning Outcomes	<p>Analyse and evaluate the conceptual framework of strategic management.</p> <ul style="list-style-type: none"> • have an understanding of the key influences facing them and allowing them to become better informed about the organisation's situation • have an understanding of the different strategic options which the company can adopt in response to the the pressures, desires and influences identified in the strategic analysis • have an understanding on how an organisation determine what changes are needed in the structure, staff and systems and what styles management must adopt to make change a successful one • aware that the final phase of strategic management process is monitoring and feedback which completes the process loop and binds together.
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50%
Module Topics	<ol style="list-style-type: none"> 1. Introduction to corporate strategy 2. The corporate strategy process 3. Strategic analysis 4. Strategic choice 5. Implementation 6. Feedback
Teaching Mode (Full-Time)	<p>Lectures: 30 hours Tutorials/workshop: 30 hours Private Study: 140 hours Total: 200 hours</p>

Subject	Organisational Behaviour
Aims and Objectives	<p>This module is designed to help the students develop their ability to improve organisational performance by applying better management skills and techniques. The aims include the following:</p> <ul style="list-style-type: none"> • To introduce students to the evolution of management theories as well as the four functions of management. • To introduce students to certain basic psychological and sociological theories and concepts relevant to the study of organisational behaviour and management. • Increase student awareness towards the integration of human elements with structure, technology and the environment that determines the operation of the organisation. • Expose students to the practicality of Western theories within their country context and the differences that exist between Asian and Western Management styles.
Learning Outcomes	<ul style="list-style-type: none"> • Analyse individuals' behaviour and motivation and explain the implications within the work environment • Describe how groups function and identify methods for increasing group efficiency and effectiveness • Understand and apply effective leadership behaviours in different situations • Analyse the structural arrangements and cultural norms of an organisation • Use organisational behaviour theories, concepts and research findings to understand effective organisational change
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50%
Module Topics	<ol style="list-style-type: none"> 1. The field of organisational behaviour 2. The scientific approach 3. Foundations of individual behaviour 4. values and attitudes 5. Perception 6. Learning 7. Motivation 8. Decision making 9. Foundations of group behaviours 10. Work Groups and work teams 11. Leadership 12. Power and political behaviours 13. Conflict 14. Organisational Structure and design 15. Job characteristics theories 16. Organisational culture 17. Organisational change and development 18. Stress
Teaching Mode (Full-Time)	<p>Lectures: 30 hours Tutorials/workshop: 30 hours Private Study: 140 hours Total: 200 hours</p>

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Subject	Business Law (Localised)
Aims and Objectives	The aim of this course is to introduce students to the principal features of the English legal system and to areas of substantive law. Students will be exposed to the concept of law, its definition, its relation to the state and constitution, its sources and the structure of the judicial system.
Learning Outcomes	<ul style="list-style-type: none"> • identify the main sources of law • explain how law is administered and how the rules emerge in the legal system • distinguish between Express and Implied terms; • state the difference between Conditions and Warranties; • understand the standard and exemption clauses • understand the application of the sale of Goods Act 1957 and its implications on contracts for the sale of Goods.
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50%
Module Topics	<ol style="list-style-type: none"> 1. Introduction to the concept & sources of law 2. Conditions, warranties and implied terms
Teaching Mode (Full-Time)	Lectures: 30 hours Tutorials/workshop: 30 hours Private Study: 140 hours Total: 200 hours

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Subject	Human Resource Management
Aims and Objectives	<p>The primary purpose of this module is to provide students with an understanding of some of the theory underpinning the human resource management practices and policies that exist in modern organisations.</p> <p>A second related purpose is to describe and evaluate some of the major practices used by HR practitioners to support the effective management of the organisation.</p> <p>By end of the module, students ought to know how to effectively implement a number of key HR related practices. Students will also be aware of some of the limitations of these methods and of their own role as a manager of people.</p> <p>The module is designed for those who wish to develop an understanding of people management processes rather than those who wish to become technical specialists in the area of human resource management</p>
Learning Outcomes	<ul style="list-style-type: none"> • Demonstrate an awareness of the ways in which the managers of an organisation can seek to ensure that the organisation has sufficient competent staff to facilitate the achievement of strategic objectives in the face of a changing environment. • Outline the range of methods that are available to attract and retain quality staff and to ensure that those who are employed continue to perform adequately. Students should also possess the necessary understanding to be able to implement some of these methods. • Explain the options that are available to managers to achieve employee development and reward effort, and show how to effectively handle performance issues. • Demonstrate an understanding of the available options for processing grievances raised by individuals or collectivities such as trade unions. • Show that students have developed an understanding of the ways in which contemporary HR theory and practice is continuing to develop, the factors contributing to these changes, and their implications for organisational practice.
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50%
Module Topics	<ol style="list-style-type: none"> 1. The role and context of HRM 2. Fair employment practices 3. Human resource planning 4. Human resource staffing 5. Performance management 6. Employee development 7. Employee compensation 8. Labour Relation
Teaching Mode (Full-Time)	<p>Lectures: 30 hours</p> <p>Tutorials/workshop: 30 hours</p> <p>Private Study: 140 hours</p> <p>Total: 200 hours</p>

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Subject	Business Marketing
Aims and Objectives	This module aims to enable students to apply various marketing concepts and theories learnt into action and practice particularly in seeking the appropriate marketing mix in marketing planning and strategy in the business environment.
Learning Outcomes	<p>Understand the importance of customer focus in marketing</p> <ul style="list-style-type: none"> • Develop good product portfolio decisions • Understand different aspect of pricing • Appreciate the impact of new technology especially the Internet on marketing • Understand and able to formulate strategies relating to product, promotion, distribution, pricing and branding. • Formulate, implement and monitor a strategic marketing plan
Credit Points:	20 credit points
Assessment	<ul style="list-style-type: none"> ▪ Course work - 50% ▪ Final Examination – 50% ▪
Module Topics	<ol style="list-style-type: none"> 1. What is Marketing 2. Product and services 3. Pricing 4. Distribution 5. Promotion 6. Advertising 7. Marketing Tools 8. Technology 9. Strategy 10. Total Marketing 11. Marketing Planning 12. Scheduling Tasks
Teaching Mode (Full-Time)	<p>Lectures: 30 hours</p> <p>Tutorials/workshop: 30 hours</p> <p>Private Study: 140 hours</p> <p>Total: 200 hours</p>