

## **Module Synopses**

### **MC 1 – Certificate in Business Fundamentals**

#### **BA4111 Business Statistics**

This module provides students with an understanding of basic statistics concepts and their relevance to the business environment. Topics covered include descriptive statistics, simple probability, normal distribution, sampling, estimation, hypothesis testing, and linear regression and correlation.

#### **BA4112 Basic Economics**

This module enables students to understand basic Microeconomics and Macroeconomics concepts, and relate the concepts taught to real world situations. Concepts will include demand and supply, the determination of prices, different market structures, the role of governments, economic indicators and international trade.

#### **BA4113 Marketing Fundamentals**

This module introduces students to basic marketing principles and concepts. The topics that will be covered include an overview of the marketing process, an appreciation of the marketing environment, an understanding of consumer behaviour, target market selection, as well as the management of the marketing mix elements that include the 4P's namely: Product, Price, Place and Promotion. At the end of the module, students will be to design a simple marketing plan to launch a new product/service.

#### **LC9701 Interpersonal Skills and Proposal Writing**

The module aims to develop students' understanding of the fundamental principles of communication and provide them with the foundational skills for effective written and oral communication. At the end of the module, students will be able to speak, write and listen effectively to enhance personal communication. They will be able to write short business reports that meet a specific purpose and address the needs of the audience and present these reports orally in a clear, logical, and coherent manner.

### **MC 2 – Certificate in Business Processes**

#### **BA4114 Fundamentals of Accounting**

This modules provides students with an understanding of the fundamental accounting principles underlying accounting practice, from the preparation of accounting records to financial statements of a sole-trader

#### **BA4115 Organisational Behaviour**

This module provides students with an understanding of human behaviour in organisations at the individual, group and corporate levels. Major topics include: attitudes, personality, perception, group dynamics, motivation, leadership, communication and interpersonal skills.

### **LC9702 Effective Business Communication Skills**

This module aims to prepare business students for the work situation by equipping them with the skills to prepare for and participate at meetings, write business messages (e.g. business letter, memos and e-mails), and search for a job, prepare the application package and attend an interview.

### **BA4116 Introduction to Business Law**

This module provides students with an understanding of the basic features of the Singapore Legal System. This is followed by an introduction to the basic principles of contract law. There will be coverage of areas of law directly relevant to business such as the law of tort and agency. The legal aspects of business organisations will also be emphasised.

## **MC 3 – Certificate in Business Applications**

### **BA4121 Introduction to Electronic Business**

This module introduces students to the evolving field of e-business. Students will learn strategies including B2B, B2C, and electronic marketing. An emphasis is placed on evaluating e-commerce sites in the areas of security, payment systems, design, and usability. The module will also discuss the latest trends and developments in e-business.

### **BA4122 Essentials of Financial & Management Accounting**

This module provides students with an understanding of financial accounting covering company and group accounts and cash flow statements. Students learn to prepare final accounts of companies and to read and understand published accounts. They will also learn to analyse and interpret financial statements using various tools of analysis. Budgeting, breakeven and incremental analysis will also be taught to assist in management planning and control functions.

### **BA4126 Service Quality**

This module aims to primarily create a “mindset for service” among students and to equip them with the necessary customer service skills and knowledge in providing excellent service for future employment in service related industries.

## **MC 4 – Certificate in Business Services**

### **BA4131 Principles of Management**

This module provides students with an understanding of the basic management functions, namely, planning, organizing, and controlling. Other related topics such as corporate culture and environment, decision-making and management of change are also included.

### **BA4132 Human Resource Management**

This module provides students with an understanding of human resource management in an organisation. Key topics include human resource planning, recruitment and selection, training and development, performance appraisal, compensation, grievance procedures, and discipline approaches.

### **BA4133 Financial Management**

This module provides students with an understanding of basic accounting and financial concepts. In addition, students will be exposed to basic time value of money concepts and financial techniques used to analyse and evaluate capital investment projects.

### **BA4134 Supply Chain Management**

This module provides students with the basic concepts and global perspective of supply chain management (SCM) and its importance to businesses. It covers the theoretical principles underlying key supply chain processes, including distribution, sourcing, transportation, demand management, inventory management, reverse logistics and supply chain outsourcing. In addition, the impact and role of information technology and E-business on SCM are discussed.

## **MC 5 – Certificate in Business Operations**

### **BA4124 Essentials of Consumer Psychology**

This module provides students with an understanding of why and how individuals and groups engage in consumer activities and the cognitive processes and behaviour involved when people purchase and use products and services.

### **BA4125 Essentials of Customer Relationship Management**

This module enables students to understand the concept of Customer Relationship Management (CRM); various terms used in CRM; the key components that make up the CRM infrastructure; how Customer Life Time Value and RFM Analysis can be useful tools in the field of CRM, how organisations plan for implementation of a CRM programme and the various customer touch-points in the practice of CRM.

### **BA4123 New Media Marketing**

This module enables students to identify the important new media trends and understand how companies are responding to the rapidly evolving digital world of user generated content, consumer communities and other new forms of communications such as social networking and tagging, as well as utilize the new marketing planning framework to create their own new media marketing campaigns, using the right new media channels and measuring its effectiveness.