

## **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 and Technology**

#### **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.

#### **BA8014 Essentials of Technology for Business**

Technology can transform business and therefore businesses must understand the technology available to them. This module provides students with a foundational understanding of common technologies used in businesses today. At the end of this module, students will be able to code for a basic program in Python and write a simple automation script in UI path.

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

This module covers Employment Communication, Networking Skills and Business Correspondence. It focuses on the communication skills required for work in the corporate world. To secure a position and then to succeed at a job, we need not only the technical or core skills to do the job, but more importantly, the skills to communicate effectively.

### **MS1570 Fundamentals of IT and Data Analysis for Business**

This module is designed to introduce the essential features in spreadsheet to support data analysis for business applications. Students can use these skills to construct business and financial models for various industries. It will impart the necessary skills to analyse worksheet data, apply fundamental data analysis techniques to improve productivity and streamline their day-to-day operational work.

## **MC3 - Certificate in Business Enterprise**

### **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.

### **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 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.

### **BA8016 Organisational Management**

The module provides students with an overview of management and challenges a manager faces in the dynamic environment. Students will be taught the basic knowledge of management principles in planning, organising, leading and controlling. Students will understand the roles that managers play in managing change and shaping organisational culture.

## **MC4 - Certificate in Business Administration**

### **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.

### **BA4138 Innovations in Service Quality**

This module teaches students a systematic method of Service Innovation using Design Thinking which involves organizing solutions to stamp out service gaps. Students will learn key concepts in service quality, specifically during the client interface using mystery shopping method, identify gaps in the service delivery systems, and recommend both technological and non-technological options for greater efficiency, customer satisfaction, leading to excellence in customer service.

### **BA4139 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. To apply the concepts taught, students will be exposed to case studies related to different supply chain management scenarios as well as product distribution in different overseas markets

## **MC5 - Certificate in Business Marketing**

### **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.

### **BA4127 Essentials of Digital Marketing**

This module aims to equip students with the fundamental knowledge in digital marketing within a business framework. Students will be introduced to various tools, including user journey mapping, online public relations, digital campaign reporting and more. Students will be able to identify and select the right digital marketing channels, as well as create different types of content within digital marketing.