

# Preparatory Course in Business

*Developed and awarded by SIM, Singapore*

## MODULE OUTLINES

### **ACCOUNTING AND FINANCE**

This module deals primarily with the study of the two main branches of accounting which are financial accounting and management accounting, as well as investment appraisal. The first part of the module covers financial accounting. Topics include double entry book-keeping and the preparation of basic financial statements and financial analysis. The second part of the module covers management accounting techniques for planning, control and decision-making and investment appraisal techniques.

### **ECONOMICS**

At the core, this module studies the economic problem of the scarcity of resources that is facing a person, a firm or a society. It assumes that rational people normally make choices to consume the scarce resources in terms of comparing marginal benefit and marginal cost. The contents of this module can be divided into two parts, principles of microeconomics (economics and choice at individual level) and principles of macroeconomics (economics and choice at aggregate level).

### **MARKETING**

This module aims to provide an overview of the concepts and techniques of the marketing process in today's dynamic environment and its inter-relationship with other business functions. Both controllable and uncontrollable variables surrounding the execution of the marketing function and the use of the marketing mix successfully to reach each buyer are studied. This module provides the foundation for more advanced marketing-oriented courses by covering a wide range of topics including market research, marketing process and global marketing.