

Module synopsis

Module 1: Study Skills for Effective Learning

This module aims to improve students' proficiency in the six main skills required to complete their studies successfully — life management, listening, reading, writing, oral presentation, and general study skills. Topics include reading academic texts efficiently and effectively, taking notes from lectures and books, doing basic research, using library or computer-based resources, understanding and managing group dynamics while doing projects, writing essays, summaries, and reports, as well as making effective oral presentations. Other important topics relating to self-discovery of personality and learning styles, stress and time management and preparation of examinations will also be covered.

Module 2: Introduction to Management

This module introduces the basic principles of management functions like planning, organising, leading and controlling in a business enterprise. Basic concepts of leadership, motivation, delegation, communication, problem solving and decision-making are covered.

Module 3: Elements of Economics

This module aims to provide an understanding of economic principles and how it influences and affects the business enterprise. Topics include concepts of demand, supply and price, revenue, costs and profits, national income, money and credit creation, market structure, and international economics.

Module 4: Principles of Accounting and Business Finance

Areas to be covered include accounting concepts, the balance sheet, the income statement, recording business transactions, adjusting and closing accounts, assets and liabilities, and interpreting financial statements.

Module 5: Marketing Fundamentals

On completion of the Marketing Fundamentals module, students would gain knowledge and understanding for basic theories, ideas, and approaches with the marketing function: an understanding of the marketing environment, the development

of strategies in marketing and the role of selling in marketing. Students will not only be trained on the fundamentals of marketing, which include analysis of consumer and business buyer behavior and rudiments of a marketing strategy and planning but also be introduced to modern themes such as key account management, direct marketing, e-commerce and global marketing. In addition, students will learn how culture influences marketing in a global business context.