

Course Handbook



Ashford College of Management & Technology



CONTENTS

1	Diploma in Business Studies	3
2	Advanced Diploma in Business Studies	8
3	Diploma in Business Administration	14
4	Advanced Diploma in Business Administration	18
5	Postgraduate Diploma in Business Administration	23
6	Graduate Diploma in Business & Management	27
7	Diploma in Marketing Management	35
8	Executive Diploma in Accounting & Finance	39
9	Executive Diploma in Tourism & Hospitality Studies	44
10	Diploma in Computer Studies	48
11	Advanced Diploma in Computer Studies	53
12	Certificate in Foundation & General English: Beginner level, Elementary level, Pre-intermediate level, Intermediate level	60
13	Diploma in Modern Management (E-learning)	66
14	Course Commencement Dates 2023	71



Diploma in Business Studies

Course details: Full-Time/Part-Time

1. **Title:** Diploma in Business Studies (Full –Time/Part-Time)
2. **Origin of the course/Examination (Test) prepared for:** Ashford College of Management & Technology Pte. Ltd.

3. **Aims & Objectives/Expected Outcomes:**

The Aim of this course is to help candidates acquire basic essential business administration knowledge. They would be required to undertake six subjects to earn a Diploma in Business Studies.

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✚ 17 years old and above or
- ✚ Completed at least nine years of secondary school education (or equivalent) or
- ✚ Certificate in Business & Management (or equivalent)
- ✚ At least IELTS 5.5 or a pass in GCE ‘O’ level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.

5. **Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings

6. **Fees/Class Size**

Total course fee: \$5400

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. **Assessment and Graduation Requirements**

All courses are assessed by written assignments after studying all the modules



Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

BUSINESS ORGANISATION AND MANAGEMENT

SYLLABI

Entrepreneurship - Sole ownership business - Partnerships - Private & Public limited companies - Trade associations - Groups of companies - Branches & subsidiaries - Societies - Co-operatives - International & multinational companies - Monopolies - Restrictive practices - Business resources - Capital supply - Products & services - Mergers - Amalgamations - Conglomerates - Manufacture - Retailing - Wholesaling - Import & export - Factoring - Distribution channels - Storage & distribution - Department organisation - Communication – Markets

Management philosophy - The nature & role of management - Corporate management structures - Organisational approaches to management - Human relations - Styles of Management - Responsibility & leadership - Nature of authority –Manager qualities –Corporate & departmental policy-making - Strategic planning - Establishing corporate objectives –Control systems - Secondary objectives - Management tools - Decision-making - Management techniques - Delegation - Performance measurement - Management audit – Economics of management - Management resources - Functional management - Management of personnel - Line management - Problem diagnosis & analysis - Group behaviour - Management information systems - Business executive skills - Management training & development - Information technology & management



LESSON OUTCOMES:

Candidates will gain some basic knowledge of different types of organisation structures and a good overview of different management theories and systems.

SUBJECT 2: PRINCIPLES OF ACCOUNTING

SYLLABI

Accounting & legislation - Nature & purpose of the accounting function - Sources of accounting information - Assets - interpretation of accounting data - Recording financial data - Sources of finance - The balance sheet - Trading & profit & loss accounts - Double entry - Trial balance - Accounting periods - Break-even analysis - Profit measurement - Fixed & current assets - Current & long-term liabilities - Understanding costs - Ratio analysis - Standard & marginal accounting - Depreciation - Budgets - Inflation - Cash cycle - Interpretation of tabular data, charts & diagrams - Banking procedures.

LESSON OUTCOMES:

Candidates will have a good understanding of basic accounting principles and concepts for business organisations. Different accounting techniques will be taught for decision making.

SUBJECT 3: ECONOMICS FOR BUSINESS

SYLLABI

The economic system - Economic laws - Production of goods & services - Demand - Elasticity of demand - Supply - Determination of price - Markets - Perfect & imperfect competition - Profit - Competition - Monopoly – Restrictive Practices - The entrepreneur - Commerce & industry - Business & public structures - Business performance - Theory of value - National income & expenditure - Trade cycle - International trade - Population - Wages - Rent - Interest - Credit - Money - Central banks - Commercial banks - The capital market - Macro economics - Balance of payments - Public finance - The business unit as entity & as a going concern

LESSON OUTCOMES:

Candidates will have a strong foundation in micro-economics tools for business decision making. The macroeconomics problems will be covered in the context of business environment.



SUBJECT 4: PRINCIPLES OF MARKETING

SYLLABI

The marketing concept - The marketing environment - Demand & competition - Definition of markets - Market information requirements - The marketing mix - Price formulation & strategies - Market research methods - Channels of distribution - Sales promotion & advertising - The sales function - Sales forecasting - Product policy - Product life cycle - Research & development - Product mix Market positioning - Product branding, packaging & image - New product development - After-sales policy - Product & brand management - Market entry methods - Market penetration methods - Markets segmentation - Human behaviour & marketing - Public relations - Financial aspects of marketing - The marketing plan - Monitoring & control - Structure & organisation of the marketing department.

LESSON OUTCOMES:

Candidates will learn how to formulate marketing mix, i.e. Product, Place, Promotion, Price, for any industry.

SUBJECT 5: COMMUNICATION IN BUSINESS

SYLLABI

Importance of effective communication – Language - Timing - Communication media - Mental attitude – Opinion & fact – Clarity of thought – Subjectivity & Objectivity – Perception & understanding – Barriers to communication – Intellectual, cultural & attitudinal influences – Motivation – Organisation of information - Methods of communication The two-way communicational process – Organisational inter-lines of communication – Vertical, quasi-vertical & horizontal communication – Influence of status & authority – Body Language – Communicating company image – External communications – Letters – Telex – Facsimile – Telephone – Telegrams – Film – Computer link – Public Speaking & presentations – Interviews – Internal communication methods – Memoranda – Reports – Internal telephone – Charts, graphs & diagrams – Discussions, seminars & meeting – Training – Personal contact – Libraries – Effective listening & reading – Retention of received communication – Color communication.

LESSON OUTCOMES:

Candidates will gain how to communication effectively in the business environment.



Various types of report writing and presentation skills will be covered.

**SUBJECT 6:
PRINCIPLES AND PRACTICE OF SELLING**

SYLLABI

Origin & development of selling as a profession - The philosophy of selling - The selling environment - The nature of selling - Personal qualities of a sales executive - Mental attitude for selling - personal motivation - Loyalty to employer & customer - Classification of goods & services - Human behaviour and selling - Communication & selling - Sales forecast, targets & quotas - The selling sequence - Product knowledge - Product features & benefits - Prospecting - Pre-approach planning - Territory & journey planning - Record keeping - The approach - The sales interview - Demonstration - A.I.D.A. - Closing a sale - Leads - Dealing with objections & complaints - Time management - Telephone technique - Sales techniques.

LESSON OUTCOMES:

Candidates will learn practical selling techniques for corporate sales and the application of the marketing concepts in sales and selling process.



Advanced Diploma in Business Studies

Course details: Full-Time/Part-Time

1. **Title:** Advanced Diploma in Business Studies (Full-Time/Part-Time)
2. **Origin of the course/Examination (Test) prepared for:** Ashford College of Management & Technology Pte. Ltd

3. **Aims & Objectives/Expected Outcomes:**

The Aims of this course are to help candidates to acquire essential business administration knowledge and organizational theories under eight different subjects.

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✚ 18 years old and above or
- ✚ Must have obtained the Diploma in Business Studies (or its equivalent).
- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.

5. **Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 moths/8 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings

6. **Fees/Class Size**

Total course fee: \$6000

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. **Assessment and Graduation Requirements**

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments



8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

- ✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1

OPERATIONS MANAGEMENT

SYLLABI

The production function - The production manager - Marketing & production - Determining market needs - Organisation of the production unit - Training & development of production personnel & purchase of materials - Materials quality control - Materials stock control - Materials store management - Internal stock requisition procedures - Stock rationalisation - Quality circles - Selecting plant & machines - Purchasing, leasing or hiring - Plant layout & workflow systems design - Materials handling - Plant health & safety legislation - Planning installation of machines - Machine function level planning - Plant & machine maintenance scheduling - Automation, mechanisation & computer operations - Batch production - Flow production - Special order production - Methods specification & time standards - Production scheduling & programming - Work progress control - Project network analysis - Gantt charts - Flow diagrams - Process charts - Critical path analysis - PERT - Work sampling - Learning curve analysis.

LESSON OUTCOMES:

Candidates will learn the operational management of the manufacturing and services industries. The “5 Ps” approach, i.e. Product, Plant, Process, Programmes, People, will be adopted in this lesson.



SUBJECT 2

QUANTITATIVE METHODS

SYLLABI

Role of mathematical models in decision making - enumerate and explain the steps in the problem solving process - determine when a problem can be solved using linear programming - formulate a linear program - solve a linear program graphically - solve a linear program using the Simplex algorithm - solve a linear program using the computer - perform sensitivity analysis on a linear program after solution - solve distribution problems using MODI for transportation problems and the Hungarian Algorithm for assignment problems - formulate and solve the following network problems: the shortest-route problem, the minimal spanning tree problem, and the maximal flow problem - develop a network model to schedule project activities - use PERT/CPM to schedule project activities - conduct time/cost tradeoffs in project management - explain the three decision making environments - solve problems under the environments of risk and uncertainty - explain and calculate the expected value of perfect information - explain and calculate the expected value of sample information - explain utility theory.

LESSON OUTCOMES:

Candidates will learn different quantitative and mathematical models in decision making.

SUBJECT 3

HUMAN RESOURCES MANAGEMENT

SYLLABI

Organisational behaviour - Sociology - Psychology - Applied psychology - Hierarchy of needs - Individual psychology - Individual differences - Group behaviour - Work motivation - Learning & conditioning - Health & safety - The working group - Testing methods - Interviewing techniques - Nature of leadership - Personal & impersonal relationships - Human communication - Personnel management - Corporate manpower planning - Job analyses, specifications & descriptions - Recruitment & selection - Induction - Individual development - Systematic training policies - Training methods & techniques - Labour turnover forecasting - Promotion & lateral transfer - Demotion - Discipline - Employment legislation - Dismissal - Retirement & resignation - Appraisal - Job evaluation & performance measurement - Remuneration strategy - Conditions of employment - The employment contract - Effects of change - Structure of the personnel department - Personnel data & statistics - Computer techniques.



LESSON OUTCOMES:

Candidates will learn all the core functions of HR systems and HR Plan for contemporary business organisations.

SUBJECT 4

INFORMATION TECHNOLOGY MANAGEMENT

SYLLABI

Computer System- What is a Computer- Computer Storage and Technology Trends-Application and Systems Software –Methods of Software Acquisition – Data Networks-Telecommunications Equipment-Design and Development and Evaluation of Systems-Security and Control-Systems Development Life Cycle-End-User Development and Evaluation of Systems-Computer and Information Systems – Databases –Computer Configurations-Transaction Processing System-Information Processing System-Information Presentation System – Decision Support System- Management Information System and Strategic Role of Information Systems- Strategic Role of Information Systems- Systems Implementation and Development Tools- The Information Technology Department – Information Systems Planning- Project Management- Management Issues

LESSON OUTCOMES

Candidates will learn the basic computer terminologies and an overview of management of information systems in corporate world.

SUBJECT 5

CONSUMER BEHAVIOUR

SYLLABI

Identifying the customer – Market Segmentation-Organisational Buyer Behaviour – Role of Marketing Research-Secondary Data Sources and Sampling-Questionnaire Design and Survey Research-Observation Research-Experimental Research-Motivation Research-Attitude Measurement-Presentation and Interpretation Research Findings-Understanding Customer Behaviour and Culture-Understanding Customer Behaviour and Social Class-Understanding Customer Behaviour and Social Groups-Understanding Customer Behaviour and Personality-Understanding Customer Behaviour and Perception-Understanding Customer Behaviour and Attitude -Understanding Customer Behaviour and Motivation-Predicting and Influencing Customer Behaviour and Learning-Predicting and influencing Customer Behaviour and Personal Influence – Predicting and Influencing Customer Behaviour Adoption and Diffusion Process-Consumer Behaviour Models-Sales Forecasting



LESSON OUTCOMES:

Candidates will understand marketing research methods and various consumer behaviour models.

SUBJECT 6

BUSINESS FINANCE

SYLLABI

Nature of finance - Principles of finance - The money market - Banking - Continuous solvency - Bankers & borrowers - Financial institutions - spending versus saving - The market for new capital - Short-term money rates - Currency policies - Investment & yields - Classes of undertaking - Capital structure - Company finance - Valuations - Investment & business finance - Alternative corporate financing methods - Valuation of assets - Financing a new business venture - Financing a growing business - Control of business finance - Selection of investment - Averaging - Goodwill - Business reorganisation & reconstructions - Amalgamations - Sources of finance - Short, medium & long-term finance - Selecting suitable finance - Control of capital - Fund flow.

LESSON OUTCOMES

Candidate will learn management of business finance activities which include working capital, investment appraisal, budgeting and portfolio theory.

SUBJECT 7

MARKETING RESEARCH

SYLLABI

Advantages and disadvantages of market research techniques – Definitions of Marketing Research – Need for Marketing Research – Scope of Marketing Research – Product Research- Pricing Research- Place(Distribution) Research - Promotion Research – Customer Research – Sales Research – Stages of Marketing Research – Types, Characteristics and techniques of sampling – Review of Interventional Statistics – Sample Statistical pollution parameter-frequency distribution-central tendency –measures of distribution – Normal Distribution – Central Limit Theorem – Measures of dispersion – Random error and sample size – Determining sample size – Data collection methods (I) Interview questionnaires – Data collection methods (II) Observation – Data Collection Methods (III) Experimental Research – Marketing research techniques I Depth Interviews and focus groups - Research techniques II projective tests and others- Test marketing-Product research-Price Research – Distribution Research – Promotion Research- Market Research – Industrial marketing



research – nature of description statistics-testing of hypothesis-basic bivariate data analysis – Marketing Information systems

LESSON OUTCOMES

Candidate will learn different classification of research and research techniques for marketing purposes.

SUBJECT 8

MANAGERIAL ECONOMICS

SYLLABI

Managers, profits and markets, Demand, supply and market equilibrium, Elasticity and demand, Marginal analysis for optimal decisions, Basic Demand estimation and Business Forecasting, Theory of consumer behaviour, Theory of Production, Theory of Cost, Production and cost in the short run, Production and cost in the long run, Linear Programming, Competition and Monopoly, Monopolistic competition, Oligopoly and Barriers to Entry, Pricing of goods and strategy, Pricing and Employment of Inputs, Technology Change in Global Economy, Taxes and Decision Making.

LESSON OUTCOMES:

Candidates will learn managerial economics topics for business analysis. Different mathematical models will be used for decision making.



Diploma in Business Administration

Diploma in Business Administration

Course details: Full-Time/Part-Time

- 1. Title:** Diploma in Business Administration (Full-Time/Part-Time)
- 2. Origin of the course/Examination (Test) prepared for:** The Society of Business Practitioners, UK
- 3. Aims & Objectives/Expected Outcomes:**

The Aims of this course are to help candidates to acquire essential business administration knowledge and organizational theories under five different subjects. This diploma will be awarded by The Society of Business Practitioners, UK. Candidates must pass all 5 subjects to be eligible for the award of a Diploma.
- 4. Target Students/Admission Requirements:**

The admission requirements are:

 - ✚ 18 years old and above or
 - ✚ Completed at least nine years of secondary school education (or equivalent) or
 - ✚ Certificate in Business & Management (or equivalent)
 - ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.
- 5. Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings
Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings
- 6. Fees/Class Size**

Total course fee: \$5400
Registration fee: \$200
Minimum and maximum size of each class: 1 to 15
- 7. Assessment and Graduation Requirements**

All courses are assessed by written assignments after studying all the modules



Diploma in Business Administration
Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

- ✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

BUSINESS ADMINISTRATION/MANAGEMENT

Management philosophy - The nature & role of management - Corporate management structures - Organisational approaches to management - Human relations - Styles of Management - Responsibility & leadership - Nature of authority –Manager qualities –Corporate & departmental policy-making - Strategic planning - Establishing corporate objectives –Control systems - Secondary objectives - Management tools - Decision-making - Management techniques - Delegation - Performance measurement - Management audit -- Economics of management - Management resources - Functional management - Management of personnel - Line management - Problem diagnosis & analysis - Group behaviour - Management information systems - Business executive skills -- Management training & development - Information technology & management.

LESSON OUTCOMES:

Candidates will gain some basic knowledge of different types of organisation structures and a good overview of different management theories and systems.

SUBJECT 2:

PRINCIPLES & PRACTICE OF SELLING

The marketing concept - The marketing environment - Demand & competition - Definition of markets - Market information requirements - The marketing mix - Price formulation & strategies- Market research methods - Channels of distribution - Sales



Diploma in Business Administration

promotion & advertising - The sales function - Sales forecasting - The selling sequence –Product knowledge – Product features & benefits - Prospecting - Pre-approach planning - Territory & journey planning - Record keeping - The approach - The sales interview- Demonstration - A.I.D.A. - Closing a sale - Leads Product policy – Product life cycle - Research & development - Product mix Market positioning- Product branding, packaging & image - New product development - After-sales policy - Product & brand management - Market entry methods - Market penetration methods - Markets segmentation - Human behaviour & marketing - Public relations - Financial aspects of marketing - The marketing plan - Monitoring & control –Structure & organisation of the marketing department - Time management- Telephone technique - Sales techniques.

LESSON OUTCOMES:

Candidates will learn practical selling techniques for corporate sales and the application of the marketing concepts in sales and selling process.

SUBJECT 3:

ECONOMICS

The economic system - Economic laws - Production of goods & services-Demand - Elasticity of demand-Supply - Determination of price - Markets - Perfect & imperfect competition - Profit – Competition - Monopoly– Restrictive Practices - The entrepreneur - Commerce & industry - Business & public structures - Business performance - Theory of value - National income & expenditure - Trade cycle - International trade - Population - Wages - Rent – Interest - Credit - Money - Central banks - Commercial banks - The capital market - Macro economics - Balance of payments - Public finance - The business unit as entity & as a going concern.

LESSON OUTCOMES:

Candidates will have a strong foundation in micro-economics tools for business decision making. The macroeconomics problems will be covered in the context of business environment.

SUBJECT 4:

PRINCIPLES OF ACCOUNTING

Accounting & legislation - Nature & purpose of the accounting function - Sources of accounting information - Assets - interpretation of accounting data - Recording financial data - Sources of finance - The balance sheet - Trading & profit & loss accounts –Double entry - Trial balance - Accounting periods - Break-even analysis - Profit measurement - Fixed & current assets - Current & long-term liabilities -



Diploma in Business Administration

Understanding costs - Ratio analysis - Standard & marginal accounting - Depreciation
- Budgets - Inflation - Cash cycle – Interpretation of tabular data, charts & diagrams -
Banking procedures.

LESSON OUTCOMES:

Candidates will a good understanding of basic accounting principles and concepts for business organisations. Different accounting techniques will be taught for decision making.

SUBJECT 5:

COMMUNICATION IN BUSINESS

Importance of effective communication - Language - Timing - Communication media
- Mental attitude - Opinion & fact - Clarity of thought - Subjectivity & objectivity -
Perception & understanding- Barriers to communication - Intellectual, culture &
attitude influences - Motivation - Organisation of information- Methods of
communication - The two-way communicational process - Organisation inter-lines of
communication - Vertical, quasi-vertical & horizontal communication - Influence of
status & authority- Body language - Communicating company image - External
communications - Letters - Telex – Facsimile - Telephone - Telegrams - Film
–Computer link - Public speaking & presentation- Interviews - Internal
communication methods - memoranda - Reports - Internal telephone - Charts, graphs
& diagrams - Discussions, seminars & meeting - Training - Personal contact-Libraries
- Effective listening & reading - Retention of Received communication - Colour
communication.

LESSON OUTCOMES:

Candidates will gain how to communication effectively in the business environment.
Various types of report writing and presentation skills will be covered.



Advanced Diploma in Business Administration

Advanced Diploma in Business Administration

Course details: Full-Time/Part-Time

1. Title: Advanced Diploma in Business Administration (Full-time/Part-Time)

2. Origin of the course/Examination (Test) prepared for:

The Society of Business Practitioners, UK

3. Aims & Objectives/Expected Outcomes:

The Aims of this course are to help candidates to acquire essential business administration knowledge and organizational theories under five different subjects.

This Advanced diploma will be awarded by The Society of Business Practitioners, UK. Candidates must pass all 5 subjects to be eligible for the award of a Advanced Diploma.

4. Target Students/Admission Requirements:

The admission requirements are:

- ✚ 19 years old and above or
- ✚ Must have obtained the Diploma in Business Administration (or its equivalent).
- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.

5. Total Course Duration/Weekly Instruction Hours (time-table):

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings

6. Fees/Class Size

Total course fee: \$6000

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15



Advanced Diploma in Business Administration

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

- ✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

FINANCIAL & MANAGEMENT ACCOUNTING

SYLLABI

Financial Management of a business organisation - Balance sheet analysis - Return on capital - Accounting ratios - Funds sources & their creative application - Management accounting principles & techniques - Management accounting reports - Inflation accounting - Current purchasing power - Current cost accounting - Break-even analysis - Achieving financial balance - Financial planning - Capital budgets - Operating budgets - Cash forecasting - Budgeting & budgetary control - Short-term cost behaviour - Capital costs structure & gearing - Capital costs, debt & equity - Fund flow statement - Marginal & standard costing - Differential costing - Cash flow - Capital projects - Internal & external pricing - Profit control - Variance analysis - Control analysis strategy - Planning & control of capital expenditure - Charts & graphs - Accounting & business systems - Computer techniques in financial management.



Advanced Diploma in Business Administration

LESSON OUTCOMES

Candidates will be able to understand of accounts are made, the elements of financial statements and techniques of analysis that will enable candidate to interrogate a set of accounts for the purposes of management decision-making.

SUBJECT 2:

PRODUCTION & OPERATIONS MANAGEMENT

SYLLABI

The production function - The production manager - Marketing & production - Determining market needs - Organisation of the production unit - Training & development of production personnel & purchase of materials - Materials quality control - Materials stock control - Materials store management - Internal stock requisition procedures - Stock rationalisation - Quality circles - Selecting plant & machines - Purchasing, leasing or hiring - Plant layout & workflow systems design - Materials handling - Plant health & safety legislation - Planning installation of machines - Machine function level planning - Plant & machine maintenance scheduling - Automation, mechanisation & computer operations - Batch production - Flow production - Special order production - Methods specification & time standards - Production scheduling & programming - Work progress control - Project network analysis - Gantt charts - Flow diagrams - Process charts - Critical path analysis - PERT - Work sampling - Learning curve analysis.

LESSON OUTCOMES:

Candidates will be able to have an good appreciation of operational processes, techniques, planning and control systems with reference to both manufacturing and service industries.

SUBJECT 3:

MANAGEMENT OF HUMAN RESOURCES

SYLLABI

Organisational behaviour - Sociology - Psychology - Applied psychology - Hierarchy of needs - Individual psychology - Individual differences - Group behaviour - Work motivation - Learning & conditioning - Health & safety - The working group - Testing methods - Interviewing techniques - Nature of leadership - Personal & impersonal relationships - Human communication - Personnel management - Corporate manpower planning - Job analyses, specifications & descriptions - Recruitment & selection - Induction - Individual development -



Advanced Diploma in Business Administration

Systematic training policies - Training methods & techniques - Labour turnover forecasting - Promotion & lateral transfer - Demotion - Discipline - Employment legislation - Dismissal - Retirement & resignation - Appraisal - Job evaluation & performance measurement - Remuneration strategy - Conditions of employment - The employment contract - Effects of change - Structure of the personnel department - Personnel data & statistics - Computer techniques.

LESSON OUTCOMES

Candidates will learn to appreciate the cultural issues and other challenges in the contemporary HR systems. Candidate will be able to carry out different HR functions such as recruiting, selecting, training and development of staff to meet the strategic needs of organisation.

SUBJECT 4:

MARKETING MANAGEMENT

SYLLABI

Marketing organization - Qualities of the marketing manager - Responsibilities of the marketing manager - Marketing as strategic behaviour - Corporate marketing policy - Nature of marketing problems - Corporate analysis, prognosis & diagnosis - Applying the marketing concept - Management of the marketing information & research function - Information needs & collection Marketing research planning & operations - Management of the product planning function - Product planning activity analysis - Planning for existing & new products - Critical path analysis - Managing the advertising & promotion function - Planning advertising & promotion - Media planning - Finance of advertising & promotion - Management of the sales & distribution function - Sales planning & control - Co-ordination & control of the marketing function - Monitoring & control of marketing functions - Performance measurement.

LESSON OUTCOMES

Candidate will have a good understanding of marketing system and planning process. Various research techniques and procedures, marketing organisation and international marketing will be covered.



Advanced Diploma in Business Administration

**SUBJECT 5:
STATISTICS**

SYLLABI

Nature of statistics - Forms of information - Accuracy & approximation - Numerical data - Primary & secondary data - Sources of information in an organisation - External sources of information - Accuracy of information - Tolerance, error & rounding - Methods of information collection - Surveys, observation, interviewing & questionnaires - Sampling theory & practice - Skill with figures - Vocabulary of mathematics - Operations sequence - Presentation of facts & figures - Tabulation, charts, graphs & diagrams - X charts & Lorenz curves - Moving totals & moving averages - Summarising data - Averages & dispersion - Estimation & Probability - Statistical quality control - Trends & forecasting - Frequency distributions - Correlation.

LESSON OUTCOMES

Candidates will learn various quantitative techniques which are widely applicable in business administration. The emphasis is on applications concerned with the solution of business problem.



Postgraduate Diploma in Business Administration

Postgraduate Diploma in Business Administration

Course details: Full-Time/Part-Time

- 1. Title:** Postgraduate Diploma in Business Administration (Full-Time/Part-Time)
- 2. Origin of the course/Examination (Test) prepared for:** The Society of Business Practitioners, UK
- 3. Aims & Objectives/Expected Outcomes:**

The Aims of this course are to help candidates acquire postgraduate diploma business administration knowledge and organizational theories under five different subjects. This Postgraduate diploma will be awarded by The Society of Business Practitioners, UK. Candidates must pass all 5 subjects to be eligible for the award of a Postgraduate Diploma.
- 4. Target Students/Admission Requirements:**

The admission requirements are:

 - ✚ Must have obtained the Society's Advanced Diploma in Business Administration (or its equivalent).
 - ✚ A degree in a business subject from a recognised university or other degree awarding establishment.
 - ✚ A qualification from a recognised professional institute which is equivalent to the Advanced Diploma in Business Administration
 - ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

Exemptions will not be allowed from any of the examination papers of the Postgraduate diplomas.
- 5. Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings
Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings
- 6. Fees/Class Size**

Total course fee: \$7200
Registration fee: \$200
Minimum and maximum size of each class: 1 to 15



Postgraduate Diploma in Business Administration

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

CORPORATE STRATEGIC PLANNING

SYLLABI

Nature of corporate planning - Corporate planning as a management process - The role of the chief executive - Introduction of corporate planning to an organisation - Corporate planning systems & organisation - The basic model - Forms of plans - Planning levels - Planning periods - Organisation of the corporate planning department - Job specification in planning - Practical phases of planning - Corporate objectives, guidelines & policies - Information base - SWOT analysis - Strategy formulation - Action programmes - Financial aspects of planning - Planning letters - Schedules in the planning cycle - Format & presentation of plans - Unit plans - Coordination of unit plans & approval - Monitoring & control - Format of control reports - Preparation & presentation of control reports - Variances - Frequency of reporting.

LESSON OUTCOMES

Candidate will learn how to formulate of strategic planning process and various management tools for strategic formulation and selection of options.



Postgraduate Diploma in Business Administration

SUBJECT 2:
ORGANISATIONAL BEHAVIOUR
SYLLABI

Nature of behaviour science - Applied psychology - Organisational philosophy - Organisational sociology - Research methodology - Ethics & the organisation - Health & safety at work - Individual hierarchy of needs - Corporate hierarchy of needs - Work motivation - Individuality - Nature & functions of groups - Personal & corporate stability - Formal & informal behaviour - Corporate psychology - Attitudes & personality - Culture & work - Social, economic, political & technological change effects - The power game - Corporate politics - The competitive spirit - Psychology of management - Authority, roles & status - Styles of management - Objective thinking - Decision-making - Employee performance - Nature & effects of conflict - Communication & human relations - Value & effects of training - Personal assessment & development - Job satisfaction & enrichment - Creation & maintenance of morale - Employee welfare.

LESSON OUTCOMES

Candidates will learn some of the most important organisational-related issues such as learning, development and change management.

SUBJECT 3:
INTERNATIONAL MARKETING

SYLLABI

The nature of international business - Ethics & international marketing - The world 搵 markets - Trade blocks - International & Multinational companies - Overseas agencies - Franchising & licensing - Joint ventures - Exporting & importing - Political & financial incentives of multinational marketing - Environmental & ecological aspects of international marketing - Corporate organisation for international marketing - International market research - Behavioural research - World market information banks - Identification of specific product markets - Socio-economic & culture research - National trade infrastructures - National laws & foreign trade - International trade regulations - Trade barriers - Trade tariff, customs & quota systems - Free-trade areas - Offshore operations - International marketing planning & control - Market entry - Market penetration - Marketing mix planning - Product planning - International quality control - Pricing strategies - International distributive channels - Advertising, promotion & selling - Handling competition.



Postgraduate Diploma in Business Administration

LESSON OUTCOMES

Candidate will gain knowledge in the management of marketing activities in the international business context.

SUBJECT 4 :

ADVANCED MANAGEMENT ACCOUNTING

SYLLABI

Monetary economics - The UK Companies Act & accounting - Current statute law for business - EC statute law for business - International accounting practice - Handling pre & post incorporation profit - Taxation - Liquidations - Amalgamations - Reconstructions - Consolidations & publications - Capitalisation of profits - Management & financial information systems - Interpretation of balance sheets, profit & loss statements & funds flow statements - Advanced accounting techniques - Breakeven analysis - Managing inflation - Managing working capital - Advanced costing techniques - Auditing - Integrated accounting systems - Business performance evaluation & control - Co-ordination of budgets - Accounting ratios in planning - Redemption of debentures & preference shares - Valuation - Technique for profit maximisation - Discounted cash flow - Project funding.

LESSON OUTCOMES

Candidates will learn advanced accounting techniques that will enable candidate to interrogate a set of accounts for the purposes of management decision-making.

SUBJECT 5:

ENTREPRENEURSHIP

SYLLABI

Perspective of entrepreneurship - The entrepreneurial philosophy - The nature & psychology of the entrepreneur - The background & characteristics of the entrepreneur- The entrepreneurial process - The four key factors of vision, flexibility, motivation & risk - Essential salesmanship - Creating & developing business - Business plans -Marketing plans - Financial plans - Organisational plans - Sources of finance & capital - Financing new ventures - Legal issues - Franchising & direct marketing.

LESSON OUTCOMES

Candidates will learn the important studies of entrepreneurship and the key skills to set up and build a new business venture.



Graduate Diploma in Business & Management

Graduate Diploma in Business & Management

Course details: Full-Time/Part-Time

1. **Title:** Graduate Diploma in Business & Management (Full-Time/Part-Time)

2. **Origin of the course/Examination (Test) prepared for:**

The Society of Business Practitioners, UK

3. **Aims & Objectives/Expected Outcomes:**

The GDBAM is an academic course for candidates who have business experience and who have a recognised potential and ability for managerial responsibility. Increasingly, there is a need for a greater degree of ability and professionalism on the part of management in industry. This programme will suit candidates seeking an appropriate advanced course of study geared towards Junior to Middle Management.

The main aim & objective of this programme is to ensure that candidates gain the appropriate span and in-depth knowledge in business management, the programme structure has been carefully developed covering the broadest possible segment of the discipline. The programme focuses on critical issues surrounding modern-day Business Management and develops the judgement, skills and expertise which are of paramount importance to management.

The structure of the program ensures that academic theory and practice merges with practical management skills. The Syllabus coverage is designed to allow Graduates to obtain a sound grounding in Business Administration and Management.

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✚ 19 years old and above or
- ✚ Completed at least nine years of secondary school education (or equivalent)
or
- ✚ Certificate in Business & Management (or equivalent)
- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical business experience.



Graduate Diploma in Business & Management

5. Total Course Duration/Weekly Instruction Hours (time-table):

Full-time: 24 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 24 months/2 sessions a week/2 hrs per session/days or evenings

6. Fees/Class Size

Total course fee: \$12000

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

BUSINESS ORGANISATION & ADMINISTRATION

Entrepreneurship-Sole ownership-Partnerships-Private & Public Limited Companies-Trade Associations-Group of Companies-Branches & Subsidiaries-International & Multinational Companies-Monopolies-Restrictive Practices-Business resources-Mergers-Amalgamations-Conglomerates.

Economic foundations of business, forms of business organizations, legal requirements of corporate organizations, social responsibility and business ethics, the business, human resources management, marketing, operations management, information systems, financial and accounting systems, basic economic theory,



Graduate Diploma in Business & Management

operations of financial institutions, the securities market, money and the capital markets, risk and insurance, government and business.

LESSON OUTCOMES

Candidates will gain some basic knowledge of different types of organisation structures and a good overview of different management theories and systems. Candidates will also learn the important the key management tools and skills to build and manage a corporate organisations.

SUBJECT 2:

MANAGEMENT PRINCIPLES & PRACTICE

Management Theories, contributors to management thinking, approaches to effective management, organization design and structure, strategic organization design, establishing organizational goals and plans, strategic management, managing innovation and change, business objectives, organizational analysis, planning and control systems, managerial decision-making, motivation theories, leadership theories, effective group management, change management, small business management.

LESSON OUTCOMES:

Candidates will learn the history and evolution of different management theories and schools of thoughts.

SUBJECT 3:

FINANCIAL & MANAGEMENT ACCOUNTING

Concepts of accounting, accounting principles and conventions, accounting procedures and analysis, understanding accounting standards, developments in accounting standards, developments in accounting theory, current issues and problems, book keeping, cost data accumulation methods, accounting principles for corporate, partnerships, preparation for accounts and financial statements, funds flow preparation and analysis, interpretation of accounts and ratios, principles of consolidated accounts, sources of business finance, financial reporting for decision making. Cost terms and concepts, job and process costing, cost behaviour, standard costing, flexible budgets, overhead analysis, pricing of products and services, relevant costs, control of decentralized operations, transfer pricing, profit planning, capital budgeting decisions, investment decisions, working capital management, management reporting.

LESSON OUTCOMES:

Candidates will a good understanding of basic accounting principles and concepts for



Graduate Diploma in Business & Management

business organisations. Different accounting techniques will be taught for decision making.

SUBJECT 4:

MARKETING MANAGEMENT

The marketing concept, production planning, consumer behaviour, models of buying behaviour, market research and intelligence, research methodologies, techniques of product analysis, market analysis, market segmentation, product management, pricing, marketing channels, advertising and promotion, public relations, the sales force, sales force management, forms of selling, strategic concepts and issues in marketing, international marketing, marketing practices in the global environment.

LESSON OUTCOMES

Candidate will have a good understanding of marketing system and planning process. Various research techniques and procedures, marketing organisation and international marketing will be covered.

SUBJECT 5:

PRODUCTION & OPERATIONS MANAGEMENT

Production function, marketing & production, management of products & services. Production scheduling & planning. Method specification and time standards, work progress control, process charts, critical path analysis, PERT, work sampling, learning curve analysis, operations management, management of facilities, management of processes, management of people, evolving technologies and approaches.

LESSON OUTCOMES:

Candidates will be able to have an good appreciation of operational processes, techniques, planning and control systems with reference to both manufacturing and service industries.

SUBJECT 6:

QUANTITATIVE METHODS FOR DECISION-MAKING

Data collection and survey methods, survey design, measures of location and dispersion, normal distribution, estimation and hypothesis testing, time series analysis, regression analysis, forecasting, techniques of operational research, linear programming, decision trees, queuing theory, modelling and simulation.



Graduate Diploma in Business & Management

LESSON OUTCOMES

Candidates will learn various quantitative techniques which are widely applicable in business decision making. The emphasis is on applications concerned with the solution of operational problems.

SUBJECT 7:

ORGANISATION ANALYSIS & CONTROL

Organisational theories, organizational structures, the network organization, federalism, political, legal and ethical issues in business, process and business re-engineering, business analysis, control systems, operations management, materials management, quantitative techniques and analytical tools, quality systems and quality standards, total quality management, public sector organizations, total quality management in the public sector.

LESSON OUTCOMES

Candidates will learn various control theories which are widely applicable in business analysis and control. Candidates will also learn topics are drawn from various disciplines such as statistics, organisational design, quality systems and business ethics.

SUBJECT 8:

HUMAN RESOURCE MANAGEMENT

Nature of HRM, strategies for human resource management, job analysis, recruitment and selection, performance appraisal, pay incentives and reward management, company policies, procedures, stress executive compensation, government regulations, training and management development, managing for improved performance, employee relations, manpower planning, current human resource management issues.

LESSON OUTCOMES

Candidates will learn to appreciate the cultural issues and other challenges in the contemporary HR systems. Candidate will be able to carry out different HR functions such as recruiting, selecting, training and development of staff to meet the strategic needs of organisation.

SUBJECT 9:

MANAGEMENT INFORMATION TECHNOLOGY

Fundamentals of computers, understanding of hardware technology, storage devices, CPU's, input and output devices, software, characteristics of operating systems, office



Graduate Diploma in Business & Management

and productivity software, software development, communications, networks, the internet, database management, understanding of the systems life cycle, systems analysis and design, impact of IT on organizations, change issues in IT, current issues and trends in IT.

Information systems, management information systems, information systems and strategy, computing technology, distributed systems, networks and standards, decision support systems, end-user computing, file organization and databases, control of information systems, information systems development, systems life cycle, structured methods, SSADM data analysis, systems design and implementation, expert systems.

LESSON OUTCOMES

Candidates will learn the basic computer terminologies and an overview of management of information systems in corporate world.

SUBJECT 10:

MANAGERIAL ECONOMICS

The nature of managerial economics, objectives of firms, optimization, risk analysis, demand theory, demand forecasting, production theory, cost theory and analysis, pricing market structure and practices, competition, investment and capital budgeting.

LESSON OUTCOMES:

Candidates will have a strong foundation in micro-economics tools for business decision making. The macroeconomics problems will be covered in the context of business environment.

SUBJECT 11:

STRATEGIC MANAGEMENT

The role of strategic management, strategic management and planning, the strategic management process, generic corporate and business strategies, missions, assessing the environment, internal analysis, corporate culture, evaluating the performance gap, value chain analysis, generic strategies, generating strategic choices, implementing strategy, strategic control and evaluation, international and global strategies.

LESSON OUTCOMES

Candidate will learn how to formulate of strategic planning process and various management tools for strategic formulation and selection of options. Candidate will be able to apply various important models such as Porter's 5 forces, competitive advantages, SWOT, BCG, NPV to formulate he strategic plans.



Graduate Diploma in Business & Management

SUBJECT 12:

ORGANISATIONAL BEHAVIOUR

Individual differences, motivational theories, behaviour modification, job design principles, reward systems, groups, formation of groups, effective group decision-making, improving group performances, content and process theories of leadership, change management, organizational development, organizational theory, Japanese management, comparative management.

LESSON OUTCOMES

Candidates will learn some of the most important organisational-related issues such as learning, development and change management.

SUBJECT 13:

FINANCIAL MANAGEMENT

The role of financial management, foundations of present value, the time value of money, opportunity cost, valuation of shares and bonds, other methods of investment decision-making, relevant costs, efficient market theory, risk and return, capital budgeting and risk, CAPM, dividend policy, debt policy, option pricing theory, option valuation models, hedging financial risks, foreign exchange, leasing, working capital management, international financial management.

LESSON OUTCOMES

Candidates will learn advanced financial tools that will enable candidate to interrogate a set of accounts for the purposes of financial management and decision-making.

SUBJECT 14:

ORGANISATIONAL DEVELOPMENT & CHANGE

This subject requires the student to understand the roles and responsibilities of change agents involved in the process of diagnosis, evaluation and development of the appropriate intervention strategies in implementing and institutionalizing change within the organization.

LESSON OUTCOMES

Candidates will learn change management processes which include the planning, development and implementing and institutionalising change within the organisation.

SUBJECT 15:

INTERNATIONAL BUSINESS MANAGEMENT

Environmental constraints, impact of investments on economies, foreign market



Graduate Diploma in Business & Management

analysis, operational strategies, problems of global operations, international trade and finance, international economic forces and institutions, international monetary systems and issues, international finance, sources of capital, foreign exchange market.

LESSON OUTCOMES

Candidates will understand the important issues in managing the global organisation. Candidates will be able to apply different management tools and models to manage the global organisation.



Diploma in Marketing Management (SBP)

Diploma in Marketing Management (SBP)

Course details: Full-Time/Part-Time

1. **Title:** Diploma in Marketing Management (Full-Time/Part-Time)

2. **Origin of the course/Examination (Test) prepared for:**

The Society of Business Practitioners, UK

3. **Aims & Objectives/Expected Outcomes:**

The syllabus covers the essential subject area of marketing operations with a practical emphasis on management. Students who complete the programme will acquire the following benefits:

- Increase sales productivity and acquire the expertise to market and sell services or products to business and end users.
- Gain an understanding of teamwork, human behaviour and marketing principles and practice.
- Learn management principles and applications, with special emphasis on motivation and control of the selling function.

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✚ 18 years old and above or
- ✚ Completed at least nine years of secondary school education (or equivalent) or
- ✚ Certificate in Business & Management (or equivalent)
- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical marketing experience.

5. **Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings

6. **Fees/Class Size**

Total course fee: \$5400



Diploma in Marketing Management (SBP)

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

ELEMENTS OF MARKETING

The marketing concept - The marketing environment - Demand & competition - Definition of markets - Market information requirements - The marketing mix - Price formulation & strategies - Market research methods - Channels of distribution - Sales promotion & advertising - The sales function - Sales forecasting - Product policy - Product life cycle - Product mix Market positioning - Product branding, packaging & image - New product development - After-sales policy - Product & brand management - Market entry methods - Market penetration methods - Markets segmentation - Human behaviour & marketing

LESSON OUTCOMES:

Candidates will learn how to formulate marketing mix, i.e. Product, Place, Promotion, Price, for any industry.



Diploma in Marketing Management (SBP)

SUBJECT 2:

ECONOMICS

The economic system - Economic laws - Production of goods & services -Demand - Elasticity of demand - Supply - Determination of price - Markets - Perfect & imperfect competition - Profit - Competition - Monopoly – Restrictive Practices - The entrepreneur - Commerce & industry - Business & public structures - Business performance - Theory of value - National income & expenditure - Trade cycle - International trade - Population - Wages - Rent - Interest - Credit - Money - Central banks - Commercial banks - The capital market - Marco economics - Balance of payments - Public finance - The business unit as entity & as a going concern

LESSON OUTCOMES:

Candidates will have a strong foundation in micro-economics tools for business decision making. The macroeconomics problems will be covered in the context of business environment.

SUBJECT 3:

PROFESSIONAL SALESMANSHIP

The Modern selling professional – the nature of personal selling – changes in selling - personal selling in the marketing mix-dimensions of sales management – field sales manager – sales management training and development – global perspective Careers in Professional selling and sales management- evolution of professional selling – preliminary steps in the selling process - advanced steps in the selling process – territory development and time management – planning and sales effort – sales management planning –sales forecasting – sales budgeting – organisation of the sales force – sales personnel planning and recruiting – sales personnel selection process – sales training and development – sales leadership and supervision- sales incentives – sales compensation – international sales management – sales evaluation – sales and cost analysis.

LESSON OUTCOMES:

Candidates will learn practical selling techniques for corporate sales and the application of the marketing concepts in sales and selling process.

SUBJECT 4:

QUANTITATIVE METHODS

Role of mathematical models in decision making - enumerate and explain the steps in the problem solving process - determine when a problem can be solved using linear programming -formulate a linear program - solve a linear program graphically - solve



Diploma in Marketing Management (SBP)

a linear program using the Simplex algorithm - solve a linear program using the computer - perform sensitivity analysis on a linear program after solution - solve distribution problems using MODI for transportation problems and the Hungarian Algorithm for assignment problems - formulate and solve the following network problems: the shortest-route problem, the minimal spanning tree problem, and the maximal flow problem - develop a network model to schedule project activities - use PERT/CPM to schedule project activities - conduct time/cost tradeoffs in project management - explain the three decision making environments - solve problems under the environments of risk and uncertainty - explain and calculate the expected value of perfect information - explain and calculate the expected value of sample information - explain utility theory.

LESSON OUTCOMES:

Candidates will learn different quantitative and mathematical models in decision making.

SUBJECT 5:

BEHAVIOURAL PRACTICE IN MARKETING

Nature of behavioural science – Applied psychology – Organisational philosophy – Organisational sociology – Research methodology – Ethics and organisation – Health & safety at work – Individual hierarchy of needs – Corporate hierarchy of needs – Work motivation – Individuality – Nature and functions of groups – Personal & Corporate stability – Formal and informal behaviour – Corporate psychology – Attitudes and personality – Culture and work – Social, economic, political and technological change effects – The power game – Corporate politics – The competitive spirit – Psychology of management – Authority, roles and status – Styles of management – Objective thinking – Decision –making – Employee performance – Nature and effects of conflict - Communication and human relations – Value and effects of training – Personal assessment and development – Job satisfaction and enrichment – Creation and maintenance of morale –Employee welfare.

LESSON OUTCOMES

Candidates will learn some of the most important organisational-related issues such as learning, development and change management.



Executive Diploma in Accounting & Finance (SBP)

Executive Diploma in Accounting & Finance (SBP)

Course details: Full-Time/Part-Time

1. Title: Executive Diploma in Accounting & Finance (Full-Time/Part-Time)

2. Origin of the course/Examination (Test) prepared for:

The Society of Business Practitioners, UK

3. Aims & Objectives/Expected Outcomes:

The syllabus covers the essential subject area of Taxation, Auditing, Finance & Accounting Industrial with a practical emphasis on accounting management. Students who complete the programme will acquire the following benefits. Gain an understanding of nature of full course, multi product operation, nature of investment decisions, method of investment appraisal, the nature of purpose of working capital and venture capital and long-term financing. Increase the profit margin and ensure the need for comparison. Measuring and reporting cash flow. Analysis cost-volume-profit and interpretation of financial statements. Learn accounting and financial management principles and applications, with special emphasis on financial and account management.

4. Target Students/Admission Requirements:

The admission requirements are:

- ✚ 16 years old and above or
- ✚ Completed at least nine years of secondary school education (or equivalent)
or
- ✚ Certificate in Accounting (or equivalent)
- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 23 years or over, possessing an adequate level of education and practical business experience.

5. Total Course Duration/Weekly Instruction Hours (time-table):

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings



Executive Diploma in Accounting & Finance (SBP)

6. Fees/Class Size

Total course fee: \$5400

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

- ✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

ACCOUNTING PRINCIPLES

SYLLABI

Upon completion of this module, students will be able to

- Understand basic and specialist knowledge techniques in the fundamentals of accounting.
- Knowledge and ability ordinarily possessed by other members of that profession, and further, exercise ordinary care, diligence and judgment in the performance of any service undertaken.
- The programme is designed to provide a student with the skills and knowledge to become a successful member of an accounting team.



Executive Diploma in Accounting & Finance (SBP)

LESSON OUTCOMES

Candidates will have the skills and knowledge to become a successful member of an accounting team

SUBJECT 2: ORGANIZATION & CONTROL

SYLLABI

Upon completion of this course, the student will be able to:

- Explore factors that create high performing in business organizations.
- Identify and discuss the twelve elements of Great Managing as defined by Wagner and Harter.
- Research an issue affecting the performance of business organizations and present findings to the class using effective presentation techniques.
- Identify relevant and recent articles in journals that impact the performance of business organizations.
- Cross Cultural Relations: concepts of culture; similarities and differences in behaviour across cultures; identifying national cultures; ethnocentrism.
- Intercultural Communication: processes of attribution of behaviour; language and non-verbal communication; stereotype formation; sources of communication difficulty; training for effective intercultural communication; the priority of language for business.
- Dimensions of Cultural Differences in the Workplace: cross-national typology of organizational structures; convergence and divergence debates; difference in managerial behaviour; work values and motive across cultures; attitudes towards the work environment.
- Cultures in Contact: types and purposes of contact; outcomes of cultures in contact; the international organization; HRM implications; multicultural team working; understanding regional differences; a comparative focus on Europe, Asia and the Americas.
- Intercultural Competence: development of a personal framework; definition of the cross-border mind set; coping with unfamiliar cultures; cultures shock; sensitivity to different cultures; ability to work in international teams.
- Understand the overall structure and business operation.

LESSON OUTCOMES

Candidates will have a good understand the overall structure and business operation from accounting point of view.



Executive Diploma in Accounting & Finance (SBP)

SUBJECT 3:

BUSINESS FINANCE

SYLLABI

Upon completion of this course, the student will be able to:

- Provide basic and specialist knowledge techniques in the fundamentals of accounting.
- Enable to become a chartered accountant it can give the specialist knowledge to become a successful member of an accounting team.
- Enables graduates to continue their studies as the courses within this programme would be suitable for upgrading to professional accounting qualifications in the UK. In particular, the programme is designed to provide a student with the skills and knowledge to become a successful member of an accounting team.
- Understand the Cash-Flow Statements, using Accounting Information, Accounting Ratios, Budgeting, Capital Investment Appraisal, the Function of Stock Exchanges.

LESSON OUTCOMES

Candidates will gain basic and specialist knowledge techniques in the fundamentals of accounting

SUBJECT 4:

BUSINESS COSTING

SYLLABI

Upon completion of this course, students should be able to:

- Evaluate the Framework, Classification & Coding, Purchasing, Reception & Storage
- Examine and analyse all aspects of budgeting and cost control in operations
- Identify legislation which governs the purchasing, storage and sale analyse contrast subjective and objective pricing methods, incorporate profit requirements in prices Recording, Costing & Allied Procedures as well as Overheads Cost Accounts.
- Analyse effective costing principles, Planning, Control & Decision Making, Cost Behaviour, Marginal & Absorption Costing, Short Run Decision Making, B E Analysis, Capital Investment Appraisal Budgets, Material, Labour & Overhead Variances, Sales & Standard Marginal Costs Variances.
- Identify the components of good service and their importance.
- Display an understanding of managerial accounting practices and their uses in



Executive Diploma in Accounting & Finance (SBP)
operations.

- Evaluate and operate computer application, which manage and control the operations.

LESSON OUTCOMES

Candidates will have a good understanding of managerial accounting practices and their uses in operations

SUBJECT 5: ECONOMIC PRINCIPLES

SYLLABI

Upon completion of this course, students will be able to:

- Monitor Development of Economic Society, Economic Problem: Scarcity Choice and Opportunity Cost
- Describe the core principles & alternative Economic Systems
- Analysis the Economic Background to Production, The Scale of Production and Economies of Scale
- Price Determination, Concept of Elasticity, Applications of the Demand and Supply Model
- Discuss the benefits of a systematic competitive Markets-the Institutions where Price is Decided
- Ensure Circular Flow Analysis, Consumption, Savings and Investment, National Income Equilibrium, Multiplier and Accelerator
- Understand the importance of Market Imperfections Externalities, Public Goods and Merit Goods
- Imperfect Information, Dealing with Market Failure
- Handling guest feedback & interaction with the guests.
- Ensure efficient check in & check out of groups & individual guests
- Make discussions regarding the project phases, and strategies used for each of the phases.

LESSON OUTCOMES:

Candidates will have a strong foundation in micro-economics tools for business decision making. The macroeconomics problems will be covered in the context of business environment.



Executive Diploma in Tourism & Hospitality Studies (SBP)

Executive Diploma in Tourism & Hospitality Studies (SBP)

Course details: Full-Time/Part-Time

- 1. Title:** Executive Diploma in Tourism & Hospitality Studies
(Full-Time/Part-Time)
- 2. Origin of the course/Examination (Test) prepared for:**
The Society of Business Practitioners, UK
- 3. Aims & Objectives/Expected Outcomes:**

The syllabus covers the essential subject area of hospitality & tourism operations with a practical emphasis hospitality management. Students who complete the programme will acquire the following benefits.

- ✚ Understand the many career categories and opportunities within the industry.
- ✚ Learn management and essential practical knowledge that meets the needs of the hospitality industry.
- ✚ Able to identify and describe the six functions of management. Students will also be able to identify how the six functions of management can be effectively used in the hospitality setting.

4. Target Students/Admission Requirements:

The admission requirements are:

- ✚ 16 years old and above or
- ✚ Completed at least nine years of secondary school education (or equivalent)
or
- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 23 years or over, possessing an adequate level of education and practical tourism & hospitality experience.

5. Total Course Duration/Weekly Instruction Hours (time-table):

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings



Executive Diploma in Tourism & Hospitality Studies (SBP)

6. Fees/Class Size

Total course fee: \$5400

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

INTRODUCTION TO HOSPITALITY AND THE HOSPITALITY CAREER FIELD

SYLLABI

Upon completion of this module, the student will be able to describe the many career categories and opportunities within the industry. The history of Hospitality, basic definitions, goal setting, Maslow's Hierarchy of Needs, and personal service will be discussed.

LESSON OUTCOMES

Candidates will be able to describe the many career categories and opportunities within the industry.



Executive Diploma in Tourism & Hospitality Studies (SBP)

SUBJECT 2:

RESTAURANT & INSTITUTIONAL FOOD SERVICE CAREERS

SYLLABI

Upon completion of this module, the student will be able to name, describe give examples of restaurants, according to their clientele, theme and type of service, discover issues facing the food service industry. The student will be able to describe job functions for chefs and food service workers. The student will also be able to name, describe and give examples of institutional food service settings. The student will be able to identify similarities and differences among the segments. The student will be able to describe job and educational requirements of dietetic assistant, technicians and dieticians.

LESSON OUTCOMES

Candidates will be able to name, describe give examples of restaurants, according to their clientele, theme and type of service, discover issues facing the food service industry

SUBJECT 3:

LODGING INDUSTRY

SYLLABI

Upon completion of this module, the student will be able to name, describe and give examples of various hotel/motel properties. The student will be able to identify similarities and differences among the segments, look at competition and forces shaping the industry.

LESSON OUTCOMES

Candidates will be able to name, describe and give examples of various hotel/motel properties.

SUBJECT 4:

TOURISM AND LEISURE INDUSTRY

SYLLABI

Upon completion of this module, the student will be able to name all of the leisure industries discussed and to describe and give examples of each. The student will be able to describe the tourism industry and to cite differences between tourism and hospitality industries.

LESSON OUTCOMES

Candidates will be able to name all of the leisure industries discussed and to describe



Executive Diploma in Tourism & Hospitality Studies (SBP)
and give examples of each.

SUBJECT 5:
MANAGEMENT IN THE HOSPITALITY INDUSTRY

SYLLABI

Upon completion of this module, the student will be able to describe the contributions of early management thinkers. The student will be able to identify and describe the six functions of management. Students will also be able to identify how the six functions of management can be effectively used in the hospitality setting.

LESSON OUTCOMES

Candidates will be able to describe the contributions of early management thinkers



Diploma in Computer Studies

Diploma in Computer Studies

Course details: Full-Time/Part-Time

1. **Title:** Diploma in Computer Studies (Full –Time/Part-Time)

2. **Origin of the course/Examination (Test) prepared for:**
The Society of Business Practitioners, UK

3. **Aims & Objectives/Expected Outcomes:**

- ✚ To enable the student to understand the fundamentals of data networking and communications and its application in the local area networks and the Internet.
- ✚ To relate networking principles and practice to the OSI Model.
- ✚ To understand the importance of data security for networks.

At the end of the course the student will have the ability to:

- ✚ Fully understand the workings and the standards set for networking the OSI Model
- ✚ Design appropriate data networks for the organisation.
- ✚ Understand security issues in data networks
- ✚ Design appropriate security measures and practices to secure the network_

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✚ 18 years old and above or
- ✚ Completed at least nine years of secondary school education (or equivalent) or
- ✚ At least IELTS 5.5 or a pass in GCE ‘O’ level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 23 years or over, possessing an adequate level of education and practical computer experience.

5. **Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings

6. **Fees/Class Size**

Total course fee: \$5400



Diploma in Computer Studies

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

- ✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

NETWORKING AND THE INTERNET

(Uses of Computer Networks) Network Hardware ~ Network Software ~ OSI Model (The Physical Layer) Theory of Data Communications ~ Transmission Media ~ Wireless ~ Transmission ~ Communication Satellites ~ The Public Switched Telephone Network ~ The Mobile Telephone System ~ Cable Television.

(The Data Link Layer) Data Link Layer Design Issues ~ Error Detection and Correction ~ Data Link Protocols ~ Sliding Window Protocols ~ Protocol Verification.

(The Medium Access Control Sublayer) The Channel Allocation Problem ~ Multiple Access Protocols ~ Ethernet ~ Wireless LANs ~ Broadband Wireless Bluetooth ~ Data Link Layer Switching.

(The Network Layer) Network Layer Design Issues ~ Routing Algorithms ~ Congestion Control Algorithms ~ Quality of Service ~ Internet Working ~ The Network Layer in the Internet.

(The Transport Layer) The Transport Service ~ Elements of Transport Protocols ~ The Internet Transport Protocols: UDP & TCP ~ Performance Issues.

(The Application Layer).DNS – the Domain Name System ~ Electronic Mail ~ The



Diploma in Computer Studies

World Wide Web ~ Multimedia.

(Network Security).Cryptography ~ Symmetric-Key Algorithms ~ Public-Key Algorithms ~ Digital Signatures ~ Management of Public Keys ~ Communication Security ~ Authentication Protocols ~ e-mail Security ~ Web Security ~ Social Issues.

LESSON OUTCOMES

Candidates will be able to learn the 7 layers of OSI model and the network security technologies.

SUBJECT 2:

MANAGEMENT INFORMATION SYSTEMS

(Information Systems) Concepts of Systems and Organisations ~ Types and forms of Information Systems ~ Information Technology and its impact on Strategic Management ~ Business Process Re-engineering and Information Technology.

(Computer Systems) Understanding basic types of Computer Hardware and Software ~ Computer Files and Database Management Systems ~ Communications Systems, Networking and Client/Server systems ~ Distributed Systems, intranets, extranets and the Internet.

(Business Applications and IT) Analysis and development of Operational Information Systems ~ Analysis and development of Tactical and Strategic Information Systems ~ Development and use of Decision Support Systems and Expert Systems ~ Enterprise Resource Planning Systems.

(Planning and Development of Information Systems) Planning for Information Systems ~ Systems Analysis and Design including Structured Methods, CASE.

(Information Systems Management) Organisation of Information Systems ~ Control of IT and Computing Systems ~ Security Issues in Information Systems.

(Decision Support Systems) Data Warehousing, Access, Analysis, Mining, and Visualisation Modelling and Analysis ~ Decision Support Systems Development ~ Collaborative Computing Technologies: Group Support Systems ~ Enterprise Decision Support Systems ~ Knowledge Management ~ Knowledge-Based Decision Support: Artificial Intelligence and Expert Systems ~ Inference Techniques ~ Intelligent Systems Development ~ Implementing and Integrating Management Support Systems.

LESSON OUTCOMES

Candidates will learn of the systems approaches to the management of organisational information. Candidates will also learn the application of the IT in different aspects of the organisation.



Diploma in Computer Studies

SUBJECT 3:

INFORMATION TECHNOLOGY MANAGEMENT

Introduction to Computers ~ Introduction to Information Technology ~ Information Technology and its application in a variety of real world situations ~ Comparing and contrasting Micro, Mini and Mainframe Computers ~ Data representation and transmission including number bases ~ Computer Logic ~ Hardware components ~ CPU processors and types ~ Main and Backing Storage ~ Input Devices ~ Output Devices ~ Types of Data Processing – Real Time, Batch Processing Software ~ Operating Systems ~ Application Programmes ~ Software Development, types of development packages and Languages ~ Software selection criteria ~ Basic Networking including topologies ~ The workings of the Internet ~ Data Security and control.

LESSON OUTCOMES

Candidates will learn the bottom-up approach of the computer systems. The application of different computer systems including hardware and software will be covered in the lessons.

SUBJECT 4:

DESKTOP PUBLISHING AND PRESENTATION

Desktop Publishing Software and its functionality. (We recommend the use of either Adobe PageMaker or Microsoft Publisher). Understanding design principles and terms used in the printing industry ~ Defining client requirements, documentation of client requirements. Page set-up including margins, columns, setting master pages, rules and printer options, setting grids, snapping to grid and rules, odd and even pages, colour selection ~ Importing and placing text, images to client specifications including appropriate point sizes, headings, fonts and typefaces, leading, alignments, ascenders and descenders, hyphenation rules, font specifications, line spacing, alignments, base lines, image cropping to designed sizes, borders and shading, boxes, rules, page numbering ~ Setting typeface styles, creating and amending paragraph styles. Setting equal columns, widows and orphans, drop capitals, bulleting lists ~ Creating indexes, table of contents, page numbering. Printing to selected printers, setting printer marks, printing to file, preparation of file for printing by bureau.

LESSON OUTCOMES

Candidates will be able to use the application level of software to design and publish information for organisation.



Diploma in Computer Studies

SUBJECT 5:

PRACTICAL DATABASE

Theoretical understanding of data, fields and attributes, data relationships, one to one, one to many, many to many, flat files, relational database, how do databases work, understanding tables, queries, forms, reports ~ Key issues in designing a database, identifying fields, key fields, relationships between tables, creating a database using appropriate database package, adding and removing fields, field attributes, identifying and setting primary keys and indexes, defining relationships and setting referential integrity ~ Working with data, adding and editing data, selecting, copying and moving data, sorting data, finding data using filters, using expressions in filters, finding and deleting duplicate records ~ Working with queries, creating and modifying simple queries, using multiple tables in queries, joining multiple tables in a query, using criteria and expressions to retrieve data ~ Using forms, designing forms, creating and modifying forms, setting form properties ~ Reporting, working with reports, designing reports, creating mailing lists and mailing labels, sorting and grouping records within a report, calculating totals and using expressions.

LESSON OUTCOMES

Candidates will be able to use database software to design and develop a database programme for data storage and business analysis purposes.



Advanced Diploma in Computer Studies

Advanced Diploma in Computer Studies

Course details: Full-Time/Part-Time

1. **Title:** Advanced Diploma in Computer Studies (Full-Time/Part-Time)

2. **Origin of the course/Examination (Test) prepared for:**

The Society of Business Practitioners, UK

3. **Aims & Objectives/Expected Outcomes:**

- ✚ To enable the student to understand the fundamentals of data networking and communications and its application in the local area networks and the Internet.

- ✚ To relate networking principles and practice to the OSI Model.

- ✚ To understand the importance of data security for networks.

At the end of the course the student will have the ability to:

- ✚ Fully understand the workings and the standards set for networking the OSI Model

- ✚ Design appropriate data networks for the organisation.

- ✚ Understand security issues in data networks

- ✚ Design appropriate security measures and practices to secure the network

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✚ 19 years old and above or

- ✚ Must have obtained the Diploma in Computer Studies (or its equivalent).

- ✚ At least IELTS 5.5 or a pass in GCE 'O' level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 25 years or over, possessing an adequate level of education and practical computer experience.

5. **Total Course Duration/Weekly Instruction Hours (time-table):**

Full-time: 12 months/5 sessions a week/3 hrs per session/days or evenings

Part-time: 12 months/2 sessions a week/2 hrs per session/days or evenings



Advanced Diploma in Computer Studies

6. Fees/Class Size

Total course fee: \$6000

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by written assignments after studying all the modules

Students must achieve a minimum of 50% scores in all the assignments

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

STRATEGIC BUSINESS MANAGEMENT

The nature of corporate strategy and its roll in different contexts ~ Analysis of strategic approaches and developments as practiced by different organisations ~ Brief introduction to organisational culture and their impact on strategic issues ~ Power structures within organisations, stakeholder expectations, influences of the financial markets ~ Business ethical issues and social responsibilities and their impact on strategy.

Corporate mission statements ~ corporate objectives and policies ~ strategic business units and functional areas ~ Gap analysis ~ the global dimension to strategic management.



Advanced Diploma in Computer Studies

The Business environment ~ Political, economic, social and technological issues ~ Industry analysis, threat of entry, power of suppliers and buyers ~ Substitutes, extent of competitive rivalry ~ competitive analysis.

SWOT analysis ~ Value chain analysis ~ Cost analysis ~ Portfolio analysis ~ Comparative analysis ~ Assessment of the balance of resources ~ Skills analysis and core competencies.

Generic strategies, market based strategic options, alternative strategic development, customer strategy ~ Sustainable competitive advantage, value chains, portfolio analysis ~ Experience curves, Generic strategies. PIMS data. Leaders and followers. New entrant responses. Market equilibrium. Channel strategy. Assessment of existing methods. Distributor relationships. Securing distribution.

Evaluation methods ~ Decision trees ~ Scenarios ~ Sensitivity analysis ~ Financial ratios ~ Funds flow ~ Break even ~ Comparison with objectives ~ Joint ventures ~ Acquisitions, Mergers, Alliances.

Planning and allocating resources ~ Planning and budgeting process ~ Organisational structure ~ Structural types ~ Central and decentralized control, influence of production process and technology, environmental influences, international issues ~ People and systems, rewards, training and development, organisational culture.

LESSON OUTCOMES

Candidate will learn how to formulate of strategic planning process and various management tools for strategic formulation and selection of options. Candidate will be able to apply various important models and evaluation methods to formulate he strategic plans.

SUBJECT 2:

E-COMMERCE MARKETING AND TECHNOLOGY

The Technology: E-Commerce and E-Business ~ Types of E-Commerce ~ Communication Protocols for E-Business ~ Network Security and E-Commerce ~ Security Threats ~ Internet Security Requirements (Secrecy, Integrity, Availability) ~ Authentication, Encryption, Digital Payments, and Digital Money ~ Server Platforms in E-Commerce ~ Language for the Web: HTML, XML, and Beyond ~ Searching Mechanisms ~ Software Agents for E-Commerce ~ Multimedia and Web-casting on the Web ~ Packaged Solutions for E-Business ~ ERP Systems ~ Customer Relationship Management.



Advanced Diploma in Computer Studies

Marketing: Fundamentals of Marketing ~ Developing a Marketing strategy ~ Marketing Research ~ The Role of Online Marketplaces ~ Branding ~ Interactive Direct Marketing.

LESSON OUTCOMES

Candidates will gain knowledge and skill for different technologies to set up and operate and management E-Commerce and E-Business.

SUBJECT 3:

COMPUTER SYSTEMS MANAGEMENT

Computer Management: Role of Computer Systems Manager ~ Organisation of Computer Services for the organisation ~ Centralisation and Decentralisation of Computer Services ~ Designing Globalised Computer Services.

Organisation Structure: Principles of Organisation ~ Function rolls of staff within a Computer Services Department ~ Responsibilities of staff within the Computer Services Department.

Hardware: Criteria for Hardware selection ~ Financing hardware ~ Supplier Evaluation and selection ~ Hardware maintenance processes ~ Audit of hardware equipment within the organisation ~ Designing layout and installation requirements ~ Safety considerations.

Software: Principles and the regulatory framework of intellectual copyright ~ Procedures concerning intellectual copyright and licensing ~ Financing Software acquisitions.

Computer Security: Development of computer security procedures and policies ~ Evaluation of risks ~ Procedures for data and software security.

Facilities Management:

Outsourcing ~ Employment and deployment and terms of co-location and hosting for web services.

LESSON OUTCOMES

Candidates will be the knowledge and skill to manage different aspects of computer systems and database.



Advanced Diploma in Computer Studies

SUBJECT 4:

SYSTEMS ANALYSIS AND DESIGN

The Context of Systems Analysis and Design: Information System Building Blocks ~ Information Systems Development ~ Project Management.

Systems Analysis Methods: Systems Analysis ~ Requirements Discovery ~ Data Modelling and Analysis ~ Process Modelling ~ Feasibility Analysis and the System Proposal.

System Design and the Construction Methods: System Design ~ Application Architecture and Modelling ~ Database Design ~ Output Design and Prototyping ~ Input Design and Prototyping ~ User Interface Design.

Systems Implementation: Systems Implementation ~ Systems Operations and Support.

LESSON OUTCOMES

Candidates will be able to use systems analysis methodology approach to analysis, design, construct and implement any projects.

SUBJECT 5:

SOFTWARE ENGINEERING

Computer-based system engineering ~ Emergent system properties ~ Systems and their environment ~ Systems Modelling ~ The system engineering process ~ System procurement.

Software Processes ~ Software process models ~ Process iteration ~ Software Specification ~ Software design and implementation ~ Software validation ~ Software evolution ~ Automated process support.

Project management ~ Management activities ~ Project planning ~ Project scheduling ~ Risk management.

Software requirements ~ Functional and non-functional requirements ~ User requirements ~ Systems requirements ~ The software requirements document.

Requirements engineering processes ~ Feasibility studies ~ Requirements elicitation and analysis ~ Requirements validation ~ Requirements management.

System models ~ Context models ~ Behavioural models ~ Data models ~ Object models ~ CASE workbenches.

Software prototyping ~ Prototyping in the software process ~ Rapid prototyping techniques ~ User interface prototyping.



Advanced Diploma in Computer Studies

Formal Specification ~ Formal specification in the software process ~ Interface specification ~ Behavioural specification.

Architectural design ~ System structuring ~ Control models ~ Modular decomposition ~ Domain-specific architectures.

Distributed systems design ~ Multiprocessor architectures ~ Client-server architectures ~ Distributed object architectures ~ CORBA.

Object-oriented design ~ Object and object classes ~ An object-oriented design process ~ Design evolution.

Real-time software design ~ System design ~ Real-time executives ~ Monitoring and control systems ~ Data acquisition systems.

User interface design ~ User interface design principles ~ User interaction ~ Information presentation ~ User support ~ Interface evaluation ~ Dependability ~ Critical systems ~ Availability and reliability ~ Safety ~ Security.

Critical systems specification ~ Software reliability specification ~ Safety specification ~ Security specification.

Critical systems development ~ Fault minimization ~ Fault tolerance ~ Fault-tolerant architectures ~ Safe system design.

Verification and validation ~ Verification and validation planning ~ Software inspections ~ Automated static analysis ~ Cleanroom software development.

Software testing ~ Defect testing ~ Integration testing ~ Object-oriented testing.

Critical systems validation ~ Formal methods and critical systems ~ Reliability validation ~ Safety assurance ~ Security assessment.

Software cost estimation ~ Productivity ~ Estimation techniques ~ Algorithmic cost modelling ~ Project duration and staffing.

Quality management ~ Quality assurance and standards ~ Quality planning ~ Quality control ~ Software measurement and metrics.

Process Improvement ~ Process and product quality ~ Process analysis and modelling ~ Process measurement ~ The SEI Process Capability Maturity Model ~ Process classification.

Software change ~ Program evolution dynamics ~ Software maintenance ~ Architectural evolution.

Software re-engineering ~ Source code translation ~ Reverse engineering ~ Program structure improvement ~ Program modularization ~ Data re-engineering.



Advanced Diploma in Computer Studies

Configuration management ~ Configuration management planning ~ Change management ~ Version and release management ~ System building ~ CASE tools for configuration management.

LESSON OUTCOMES

Candidates will be able to work as a software engineer to provide software engineering support for any business organisation.



Certificate in Foundation and General English: Beginner Level, Elementary Level, Pre-Intermediate Level, and Intermediate Level

Course details: Full-Time/Part-Time

- 1. Title:** Foundation & General English (Full-Time/Part-Time)
- 2. Origin of the course/Examination (Test) prepared for:** Ashford College of Management & Technology Pte. Ltd.

3. Aims & Objectives/Expected Outcomes:

Foundation & General English course is offered at four different levels: Beginner Level, Elementary Level, Pre-intermediate Level and Intermediate Level. Students can attend the course according to their standard of English.

The Beginner Level is a foundation course in basic English aimed at absolute beginners, or those who have learned a little English but lack the confidence to build on it. The course adopts a measured, step-by-step approach to develop both skills and confidence. Students are taught social expressions in common situations and learn how to apply their knowledge in practical ways. The grammatical syllabus includes past, present and future tenses. This course provides a solid foundation for the Elementary course.

The elementary level course is designed for learners who understand a little English now but wants to be able to speak and write better. The course aims to develop the basic skills of listening, speaking, reading and writing. Students are taught the basic tenses, vocabulary and skills needed for dealing with everyday situations in English.

The pre-intermediate level course is for learners who can understand English quite well and able to communicate in basic everyday situations. The course aims to increase the vocabulary range of learners and develop their knowledge of grammar. Students are taught to write correct English and identify mistakes.

Intermediate level course is for learners who already know basic grammar and a certain level of vocabulary. The course aims to increase further their vocabulary range and teach learners more difficult forms for grammar and tenses. Learners will further develop their speaking and writing skills so that they can use English to communicate in a wide range of situations.

4. Target Students/Admission Requirements:



- Beginner level: 10 years old; Basic English or Equivalent
- Elementary level: - 11 years old; Certificate in Foundation & General English – Basic or equivalent
- Pre-intermediate level: - 11 years old; Certificate in Foundation & General English – Elementary or equivalent
- Intermediate Level: 12 years old; Certificate in Foundation & General English – Pre-intermediate

5. Total Course Duration/Weekly Instruction Hours (time-table):

Full-time: 3 months per level/5 sessions a week/3 hrs per session/days or evenings

Part-time: 3 months per level/2 sessions a week/2 hrs per session/days or evenings

6. Fees/Class Size

Total course fee: \$6000

Registration fee: \$200

Minimum and maximum size of each class: 1 to 15

7. Assessment and Graduation Requirements

All courses are assessed by oral examination

Students must achieve a minimum of 50% scores in the oral examination

8. Teaching Mode

Face-to-Face Classroom style

9. Enrollment Dates

There is an intake every month. Please contact us for the course commencement dates

Facilities & Equipment

Indicate facilities and equipment to be provided:

- ✧ Classroom with Whiteboard/OHP/LCD Projector.

SYLLABI & LESSON OUTCOMES

BEGINNER COURSE



This is a foundation course in Basic English aimed at absolute beginners, or those who have learned a little English but lack the confidence to build on it. The course adopts a measured, step-by-step approach to develop both skills and confidence. Students are taught social expressions in common situations and learn how to apply their knowledge in practical ways. The grammatical syllabus includes past, present and future tenses. This course provides a solid foundation for the Elementary course.

Students will use a standard British published text.

Lesson Objective:

- Introduction of verb to be (am/is, are) Possessives (my/your), 'This is'
- Verb to be (am/is/are), Possessives (he/she/they), Pronouns (his/her), Questions
- Verb to be (am/is/are), Negatives, questions and short answers
- Possessive adjectives (our, their), Possessive 's, Auxiliaries (has/have), Questions and answers
- Present Simple (I/you/they), Articles (a and an)
- Present Simple (he/she/it), Questions and negatives
- Object Pronouns, Determinants (this/that), Questions and answers (how, what, who, where, why, how much, when, how many, because)
- There is/are, any and Prepositions
- Was/were, Past Simple (irregular verbs)
- Past Simple (regular and irregular), Questions and negatives, short answers
- Modals (can/can't), Requests and offers
- Want, like and would like
- Present Simple and Present Continuous, Questions and negatives
- Present Continuous for future

LESSON OUTCOMES

Candidate will learn social expressions in common situations and learn how to apply their knowledge in practical ways.

ELEMENTARY COURSE

This course is for learners who understand a little English now but wants to be able to speak and write better. The course aims to develop the basic skills of listening, speaking, reading and writing. Students are taught the basic tenses, vocabulary and skills needed for dealing with everyday situations in English.

Students will use a standard British published text.



Lesson Objective:

- Verb to be (am/is/are), Possessive adjectives
- Verb to be, Questions and Negatives, Negatives and short answers, Possessive's
- Present Simple 1 (he/she/it), Questions and Negatives, Negatives and short answers, Possessive's
- Present Simple 2 (I/you/we/they)
- There is/are, How many...?
- Prepositions of place, Determinants (some, any, this, that, these, those)
- Modals (can, can't), Was/were, Could
- Past Simple 1, Regular and irregular verbs, Time expressions
- Past Simple 2, Negatives and ago, Time expressions
- Countable and uncountable nouns,
- Do you like...?Would you like....?
- A and some, Much and many
- Comparatives and superlatives, have got
- Present Continuous, Whose is it? Possessive pronouns
- Going to, Infinitive of purpose
- Question forms, Adverbs and adjectives
- Present Perfect, Ever and never, Yet and just, Present Perfect and Past Simple

LESSON OUTCOMES

Candidates are able to use basic tenses, vocabulary and skills needed for dealing with everyday situations in English.

PRE-INTERMEDIATE COURSE

This course is for learners who can understand English quite well and able to communicate in basic everyday situations. The course aims to increase the vocabulary range of learners and develop their knowledge of grammar. Students are taught to write correct English and identify mistakes.

Students will use a standard British published text.

Lesson Objective:

- Tenses – Past, Present, Future
- Questions, Question Words
- Present Tenses (Present Simple/Present Continuous), have/have got
- Past Tenses (Past Simple, Past Continuous)
- Quantifiers, Articles
- Verb patterns 1, Future intentions, Going to and will
- What's it like, Comparative and superlative adjectives



- Present Perfect and Past Simple, For and since, Tense revision
- Have got to, Modals (should, must)
- Time and conditional clauses, What if....?
- Verb Patterns 2, Infinitives
- Passives
- Second Conditional, Might
- Present Perfect Continuous, Present Perfect Simple vs. Continuous
- Past Perfect, Reported statements

LESSON OUTCOMES

Candidates will increase the vocabulary range and develop their knowledge of grammar. Candidates are able to write correct English and identify mistakes.

INTERMEDIATE COURSE

This course is for learners who already know basic grammar and a certain level of vocabulary. The course aims to increase further their vocabulary range and teach learners more difficult forms for grammar and tenses. Learners will further develop their speaking and writing skills so that they can use English to communicate in a wide range of situations.

Students will use a standard British published text.

Lesson Objective:

- Auxiliary verbs (do, be, have), Naming the tenses, Questions and negatives, Short answers
- Present Time (Present Simple and continuous), Action and state verbs, Present passive
- Past time (Past Simple and Continuous, Past Simple and Past Perfect, Past Passive)
- Modal Verbs 1
- Future forms (going to and will), Present Continuous)
- Questions with like, Verb patterns
- Present Perfect Simple (Present Perfect vs. Past Simple), Present Perfect passive
- Conditionals (First, second and zero). Time clauses
- Modal Verbs 2
- Present Perfect Continuous (Simple vs. Continuous), Present Perfect vs. Past Simple, Time expressions
- Indirect questions, Question tags
- Reported speech



LESSON OUTCOMES

Candidates will increase further their vocabulary range and learn more difficult forms for grammar and tenses. Candidates will further develop their speaking and writing skills so that they can use English to communicate in a wide range of situations.



Diploma in Modern Management (E-learning)

Course details: Full-Time/Part-Time

1. **Title:** Diploma in Modern Management (E-learning) (Full –Time/Part-Time)
2. **Origin of the course/Examination (Test) prepared for:** Ashford College of Management & Technology Pte. Ltd.

3. **Aims & Objectives/Expected Outcomes:**

The aim of this unique course is to help students acquire contemporary essential management knowledge in order to pursue a career in business or achieve higher levels of responsibility in their current work. This course also covers much-needed key management theories for business practitioners and entrepreneurs. This course can be seen as a conversion course for non-business graduates to acquire core business management knowledge in the modern business world. The e-learning teaching mode is adopted this course in order to overcome the physical distance constraints. The knowledge is to be imparted via online platform to the students who are unable to attend the lessons physically in the classroom. This course consists of five modules and students would be required to complete five modules to earn a Diploma in Modern Management.

4. **Target Students/Admission Requirements:**

The admission requirements are:

- ✦ 17 years old and above or
- ✦ Passed ‘O’ Level with at least C6 in 4 subjects including English Language
- ✦ Certificate in Business & Management (or equivalent)
- ✦ At least IELTS 5.5 or C6 in GCE ‘O’ level English or equivalent.

The Academic Board may at its discretion, allow exemption from the above entry requirements, to mature candidates aged 30 years or over, possessing 8 years working experience.

5. **Total Course Duration/Weekly Instruction Hours (time-table):**

12 months/1 session a week/3 hrs per session (Part time Online)



12 months/5 session a week/3 hrs per session (Full time Online)

6. Fees/Class Size

Total course fee: \$4000

Registration fee: \$200

Minimum and maximum size of each class: 1 to 100

7. Assessment and Graduation Requirements

All courses are assessed by written assignments and online presentations for all modules.

Students must achieve a minimum of 50% scores in all the assignments and presentations.

8. Teaching Mode

Online

9. Enrollment Dates

There are 5 intakes per year. Please contact us for the course commencement dates.

Facilities & Equipment

Indicate facilities and equipment to be provided:

✧ Computer notebook, broadband internet network, online learning software.

SYLLABI & LESSON OUTCOMES

SUBJECT 1:

BUSINESS RESEARCH METHODS

SYLLABI

Basic research and applied research - Research paradigm – Positivist and interpretivist
- Advantages and disadvantages of business research techniques – Definitions of business research – Stages of research design – Quantitative and qualitative research - Types, Characteristics and techniques of sampling – Review of inferential statistics – Determining sample size – Case study approach - Data collection methods (I) Interview questionnaires – (II) Observation – Interviewing protocols - In-depth Interviews and focus groups – data analysis – content analysis – statistical software



packages – ethical considerations.

LESSON OUTCOMES:

Candidates will be able to develop research approaches in a business and economics context. Candidates will be able to design business research methodologies, as well as develop and present a research proposal.

SUBJECT 2:

CONTEMPORARY MARKETING

SYLLABI

The marketing concept - The marketing environment - Demand & competition - Definition of markets - Market information requirements - The marketing mix - Price formulation & strategies - Market research methods - Channels of distribution - Sales promotion & advertising - The sales function - Sales forecasting - Product life cycle - Research & development - Product mix Market positioning - Product branding, packaging & image - New product development - Product & brand management - Market entry methods - Market penetration methods - Markets segmentation - Public relations - The marketing plan - Digital marketing concepts – Co-creative - Doppelganger brand image (DBI) - Price comparison tools – Pay what you want (PWUW) - Paid, owned and earned media - User-generated content (UGC) – Authenticity – Online retail – New retail – Long-tail theory

LESSON OUTCOMES:

Candidates will be able to critically review the marketing process and evaluate its role in contemporary marketing practice. Candidates can critically analyse and apply key traditional and digital marketing theories. Candidates will be able to develop an integrated marketing plan, justifying the selected marketing mix and estimating the potential value generation.

SUBJECT 3:

OPERATIONS MANAGEMENT

SYLLABI

The operations function - The operations manager - Marketing & production -



Determining market needs - Organisation of the operations unit - Training & development of operations personnel & purchase of materials - Materials quality control - Materials stock control - Materials store management - Internal stock requisition procedures - Stock rationalisation - Quality circles - Selecting plant & machines - Purchasing, leasing or hiring - Plant layout & workflow systems design - Materials handling - Plant health & safety legislation - Planning installation of machines - Machine function level planning - Plant & machine maintenance scheduling - Automation, mechanisation & computer operations - Batch production - Flow production - Special order production - Methods specification & time standards - Production scheduling & programming - Work progress control - Project network analysis - Gantt charts - Flow diagrams - Process charts - Critical path analysis - PERT - Work sampling - Learning curve analysis.

LESSON OUTCOMES:

Candidates can critically review options appropriate for the context and formulate a operations functions and system. Candidates can select and critically apply appropriate analytical tools to solve problems in facility location and plants composition and sizing. Candidates will be able to evaluate and apply appropriate analytical tools to solve problems in inventory and materials requirements planning.

SUBJECT 4:

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

SYLLABI

Management philosophy - The nature & role of management – Evolution of management theories – Classical, human relations and systems approaches - Differences between HRM and International HRM (IHRM)- Organisational approaches to IHRM – Polycentric, ethnocentric, geocentric and regiocentric - Motivation & leadership – Cultural issues – Hofstede Cultural Dimensions - High context and low context cultures - HRM and contemporary issues – Management of diversity - IHRM in practice – Training and Development - Complexity of rewards – Contemporary critical systems thinking to HRM

LESSON OUTCOMES:

Candidates can critically appraise the impact of culture on managerial decision



making in relation to Human Resource Management. Candidates can evaluate the management of people as a business resource integral to international organisational strategies. Candidates will be able to critically analyse the importance of international human resource management practices.

**SUBJECT 5:
BUSINESS STRATEGY**

SYLLABI

Nature of business strategy - Corporate strategic planning as a management process -
The role of the chief executive - Introduction of corporate planning to an organisation
- Corporate planning systems & organisation – Strategic vision and mission - -
Corporate objectives, guidelines & policies - Information base – Strategic analysis
(internal and external) – VRIO analysis – Core competency – PESTEL – Porter’s five
forces - TOWS analysis – Strategic options - Strategic evaluation and formulation –
Strategic implementation – Strategy and structure - Monitoring & control – Business
development matrix

LESSON OUTCOMES:

Candidates can critically analyse concepts and models which relate to organisational strategy. Candidates will be able to evaluate external and internal environmental factors which impact on strategy and critically review an organisation's strategic plan.



Course Commencement Dates 2024

	Course Title	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Diploma in Business Studies	07	11	17	-	-	02	-	11	-	20	-	-
2	Advanced Diploma in Business studies	04,07	18,22	-	7,11	19,23	-	7,11	18,28	29	03	10,14	-
3	Diploma in Business Administration	03	-	13	-	22	-	31	-	-	09	-	-
4	Advanced Diploma in Business Administration	05	-	15	-	24	-	-	02	-	11	-	-
5	Postgraduate Diploma in Business Administration	02,04	-	12,14	-	-	04,06	-	20,22	-	08	07	-
6	Graduate Diploma in Business & Management	02	13	26	-	14	-	02	20	-	01	12	-
7	Diploma in Marketing Management	04	-	15	-	24	-	-	02	-	11	-	-
8	Executive Diploma in Accounting & Finance	08	-	13	-	22	-	31	-	-	09	-	-
9	Executive Diploma in Tourism & Hospitality Studies	07	-	17	-	26	-	-	04	-	13	-	-
10	Diploma in Computer Studies	08	-	18	-	27	-	-	05	-	14	-	-
11	Advanced Diploma in Computer Studies	05	-	15	-	24	-	-	02	-	11	-	-
12	Certificate in Foundation & General English: Beginner's level	03	07	06	03	08	05	03	07	04	02	-	-
13	Certificate in Foundation & General English: Elementary level	03	07	06	03	08	05	03	07	04	02	-	-
14	Certificate in Foundation & General English: Pre-Intermediate level	08	05	04	01	02	03	01	05	02	07	-	-
15	Certificate in Foundation & General English: Intermediate level	08	05	04	01	02	03	01	05	02	07	-	-
16	Diploma in Modern Management (E-learning)	03	-	13	-	22	-	31	-	-	09	-	-



For further information, please contact:

Ashford College of Management & Technology

Address: No.3, Coleman Street, #04-06

Peninsula Shopping Centre

Singapore 179804

Telephone: (65) 6338 1522

Email: mktg@ashford.edu.sg

Website: www.ashford.edu.sg

(PEI Registration No: 201001976E Reg Period: 19 Sep 2023 to 18 Sep 2027)

Nov 2022