

Advanced Diploma in Business Management

OVERVIEW

The Advanced Diploma in Business Management aims to provide students with a solid foundation and analytical problem-solving approach in different aspects of business management. It helps students acquire knowledge and skills up to professional level strengthening their understanding of business across any sector or industry, nurturing and providing various opportunities to sharpen their creative thinking, problem-solving techniques and other generic skills.

This programme provides opportunities for students to learn about the emerging issues arising in society that affect business decisions. It also develops in students sound professional knowledge in multiple disciplines of management studies, people management skills, business analytics and managerial thinking, which are deemed necessary for their intellectual and social well-being and, more importantly, for excelling in the modern business world. Through a 6-month internship in an organisation, students will gain valuable work experience to enhance their professional prospects further and applying thinking relating to the complexities and unclear problems to develop innovative solutions.

ASSESSMENT METHODS:

Combination of Coursework and Examination

NUMBER OF MODULES:

9

MODULE SYNOPSIS:

AD501 Applied Financial Management in Services

The module is to equip students with a good and meaningful understanding of finance and accounting in the services industry. Students will acquire the accounting and finance skills needed to achieve sustainable profits for various stakeholders. This module will cover management accounting that includes costing, budgeting and the fundamental principles of corporate finance and investment.

AD502 Consumer Behaviour and Research

The module is developed to provide a comprehensive analysis of individual and group behaviour in organisations. Students need to acquire and develop the skill to make rational decisions in the process of Organisational Behaviours. People have always been regarded as important in managing organisations and critical in each functional aspects of management and equally so for the effective utilisation of resources. Because of this, organisational behaviour has assumed great importance. Students need to understand how an organisation can be managed more effectively and at the same time, enhance the quality of employees work life.

AD503 International Business

This module aims to provide students with understanding concepts and strategy of international business, the analysis of international entry modes including export and import strategies, foreign direct investment, cross border collaboration and impact of government influence on trade. The focus is to foster and sustain students' skills as professional international business analysts and problem solvers.

AD504 Management Accounting

The module is developed to provide students with an understanding of the systematic framework for cost concepts. It demonstrates how to make budgets and how to apply cost analysis in business decisions. It is essential for students to understand how to run a business profitably in the competitive marketplace and to make effective economic decisions.

AD505 Managing Organisation and Human Resources

Managing Organisation and Human Resources is essential to an organisation's success. It involves understanding the fundamental of people practices that influence the employee's behaviour, attitudes and performance.

DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

PROGRAMME OUTCOMES:

Upon completion of the programme, the students will be able to:

- Develop an understanding of the fundamental concepts in business management in a national and global scale
- Develop a good analytical ability in business and management
- Develop an appreciation and understanding of current business practices
- Identify the challenges of the local or global business environment and strategies lead to business growth, with more substantial margin and larger revenues
- Demonstrate interpersonal, self-study, research and presentation skills through the course
- Have adequate work skills and experience through practical training for their careers or further studies in business and management area.

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

210

AD506 Management Information Systems

The digital economy has transformed many traditional business processes. Most organisations required a range of information systems to sustain a modern business ecosystem through an enterprise resource planning system for organising production, executive systems for supporting decision making, customer relationship management systems, management of cash flow, etc. This module will equip students to information technologies that are used to create and enhance both competitive positioning and effective management practices in business and commerce.

AD507 Managing MICE Industry

The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a sector of tourism which includes business events and activities. It focuses on the principles, practices and critical success factors of meetings, incentives travel, conventions and exhibitions. It was essential to evaluate the needs and the management processes to ensure the successful organisation of such events.

ADIA508 Industry Attachment

Industrial Attachment is an important aspect and a component of a students' development. As part of the course curriculum, students are expected to undertake a 24 weeks/ 6-month industrial attachment in the related industries. Students will take an internship programme with an organisation as about their interest or area of specialisation (e.g. Business Development Trainee, Management Trainer etc.).

ADIP509 Industry Project

The industrial project applies only when a student is unable to secure an industrial attachment with any organisation. In the absence of an industrial attachment, the student has to complete an individual project lasting for 2 months. The industrial project (5000 words) topic must be relevant to the business organisation and management and approved by the school. Students have a maximum of 2 months to complete the project after approval. The Industrial Project provides an opportunity for students to integrate their knowledge through application to a practical based classroom project within the selection of the student's choice of industry. Preferably, this project focuses on an identified management issues and/or opportunity of an organisation.

The project work involves students in developing, managing and achieving the objectives of business management project and applying theories, topics and knowledge that the students have learned in a real case scenario. It is encouraging a holistic approach to managing the managerial aspects of a company project, using the multiple theories and topics that the students have learned.