

Higher Diploma in Business Management

OVERVIEW

The Higher Diploma in Business Management is a comprehensive program designed to prepare students for leadership roles in business. It combines theory and practice, fostering problem-solving abilities and a broad skill set. This unique program merges elements from Specialist Diploma and Advanced Diploma courses, providing a strong foundation and opportunities for specialisation

PROGRAMME OBJECTIVES

This programme addresses current trends in Singapore's business landscape, ensuring students are well-versed in emerging societal influences. With a strong emphasis on people management, business analytics, and strategic thinking, this program cultivates well-rounded professionals ready for success in today's competitive business world. Graduates emerge fully equipped to excel as leaders in the modern business landscape.

ASSESSMENT METHODS:

Combination of Coursework and Examination

NUMBER OF MODULES:

15

MODULE SYNOPSIS

SD401 Marketing for the Services Industry

This introductory module provides students with a comprehensive understanding of marketing and its significance in the services industry. It covers the fundamental principles of marketing and offers insights into its application within organizations. By the end of this module, students will possess the ability to elucidate marketing principles, assess external business environments, gather and analyse data, critically evaluate marketing strategies, communicate effectively using various business media, and demonstrate awareness of contemporary marketing issues. This module serves as a foundational stepping stone for students embarking on their marketing journey, equipping them with essential skills and knowledge for success in the field.

SD402 Financial Accounting in the Service Industry

This module will provide opportunities for students to learn basic accounting and finance. Students will acquire the necessary accounting skills and knowledge for recording accounting transactions and preparation of financial statements for organisations. This module aims to provide students who are not majoring in accounting or finance to understand the accounting process and to develop skills necessary to evaluate an organisation's financial position. It is operating, investing and financing activities.

SD403 Organisational Behaviour and Analysis

The module is developed to provides 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.

SD404 Fundamental Business and Business Decision Making

This module serves as an introduction to essential concepts in business management and the pivotal aspects of decision-making within organizational contexts. Upon completion, students will have the competence to analyse foundational principles of effective management and organizational methods, elucidate the rationale behind decision-making models, recognize integral components of business structures, and adeptly assess real-world business cases while providing recommendations based on sound decision-making skills. This module lays the groundwork for students to grasp fundamental managerial concepts and develop the decision-making acumen necessary for success in business environments.

DURATION COMPONENTS

Classroom Training Hours: 36 Hours Per Module

PROGRAMME OUTCOMES:

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

- A deep understanding of national and global business management concepts for informed decision-making.
- Strong analytical skills for effective problem-solving and data interpretation.
- Knowledge of contemporary business practices, including emerging trends and sustainability.
- The ability to identify and address challenges, formulate growth strategies, and enhance profit margins.
- Proficient interpersonal and communication skills, fostering collaboration and professionalism.
- Practical work skills and hands-on experience, ensuring readiness for real-world business challenges.

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

477

SD405 Service Delivery and Customer Satisfaction

It is essential to provide good/quality customer service to all types of customers, including potential, new and existing customers. Customer needs and customer satisfaction can be considered as something that is at the centre of every successful business. An act of taking care of the customers' needs by providing and delivering professional, helpful and high-quality service and assistance before, during and after the customer's requirements are met can lead to greater customer satisfaction, more enjoyable experience for them. Students learn to critically and strategically about opportunities and issues that emerge in service industries and to confidently apply services marketing concepts and frameworks to formulate valuable solutions and analyse the service delivery process and discover the critical success factors of service quality.

SD406 Business Environment

This module delves into the multifaceted realm of conducting international business, exploring the opportunities and challenges faced by contemporary managers as they navigate the global landscape. It comprehensively addresses the intricate web of economic, political, legal, technological, demographic, socio-cultural, ethical, and ecological factors shaping the business environment. Focusing on the influences emanating from local, national, and international levels, the module equips students with the following skills upon completion: the ability to elucidate the key features of the business environment, analyze the impact of political, economic, legal, and social factors across different countries, discuss instances where these factors directly affect business operations and performance, differentiate between internal and external influences on business performance, and cultivate proficiencies in case analysis, presentation, communication, and teamwork.

AD501 Applied Financial Management in Services

This module provides students with a comprehensive understanding of finance and accounting in the services industry. Students acquire the necessary skills to ensure sustainable profits for various stakeholders. Topics covered include management accounting, costing, budgeting, corporate finance, and investment principles. The learning objectives include grasping fundamental finance and accounting concepts crucial for effective decision-making, identifying optimal investment opportunities, evaluating financial needs, analyzing firm performance, and mastering the use of cost and management data for planning, decision-making, and control.

AD502 Consumer Behaviour and Research

This module delves into the study of consumer behaviour and its profound impact on marketing strategies. It draws from various disciplines, including psychology, sociology, and economics, to explore the intricacies of consumer behaviour. Understanding consumer behaviour is vital for creating positive consumer experiences and devising successful marketing approaches. Students in this module will gain knowledge in psychology, sociology, and anthropology as foundational elements for studying consumer behaviour. They will also analyse consumer behaviour in diverse social and cultural contexts, apply theoretical knowledge to decipher consumer buying patterns and their relevance in business, develop the ability to craft effective marketing tactics rooted in consumer psychology, and create consumer research plans utilizing their acquired knowledge and skills.

AD503 International Business

This module is designed to impart students with a comprehensive understanding of international business concepts and strategies, encompassing topics such as globalisation, international business strategy, multinational enterprise structures, national evaluation and selection processes, international entry modes, trade determinants, foreign direct investment, collaborative arrangements, cross-national cooperation, and government influence on trade. The primary learning objectives are to enable students to grasp the intricacies of international business, become adept in analyzing strategies and structures of multinational enterprises, and comprehend the multifaceted factors impacting global trade and business interactions.

AD504 Management Accounting

This module provides students with a structured framework to comprehend cost concepts, emphasising their practical application in budgeting and cost analysis for effective business decision-making in competitive markets. The learning objectives include grasping management accounting principles, applying cost analysis techniques across various scenarios, exploring unit product cost determination and cost-benefit analysis, and fostering communication skills and professionalism through collaborative work on real-world business cases.

AD505 Managing Organisation and Human Resources

The module on Managing Organisation and Human Resources delves into the critical role of effective human resource management in achieving organizational success. It revolves around comprehending the fundamental principles of people management that influence employee behaviour, attitudes, and performance. The primary learning objectives of this module encompass recognising the significance of human resource management for achieving both individual and organizational goals within the workplace, understanding the principles underpinning successful people management in various organizational contexts, acquiring the skills to navigate change constructively through effective management, gaining insights into contemporary best practices in people management concepts, and fostering reflective thinking for personal and professional development.

AD506 Management Information Systems

In the era of the digital economy, traditional business operations have undergone significant transformations. Modern organizations rely on a variety of information systems, encompassing enterprise resource planning for streamlined production, decision-support systems, customer relationship management tools, and cash flow management systems, among others, to thrive in today's business landscape. This module is designed to empower students with the knowledge and skills related to information technologies crucial for enhancing competitive positioning and efficient management practices in the realms of business and commerce. Key learning objectives of this module include understanding the vital role of management information systems within organisations, analysing the components and challenges associated with standard business information systems, elucidating the factors influencing an organisation's choice of information systems, and comprehending the practical applications of databases in the business context.

AD507 Managing MICE Industry

This module delves into the multifaceted world of MICE (Meetings, Incentives, Conventions, and Exhibitions) within the tourism sector, encompassing principles, practices, and critical success factors of these business events. It places a strong emphasis on evaluating the needs and management processes required for the successful organization of such events. The key learning objectives revolve around describing MICE principles and practices, comparing international and Singaporean MICE practices, identifying ethical concerns in MICE management, analyzing factors affecting critical success in MICE operations, providing recommendations for MICE management, and evaluating MICE development on local, national, and regional scales.

ADIA508 Industry Attachment

The Industrial Attachment program is a vital component of a student's development, especially for those pursuing a Higher Diploma in Business Management. As part of the curriculum, students are required to engage in a comprehensive 24-week/6-month internship within their respective sectors. GSTM actively facilitates the placement process, ensuring that students benefit from real-world, hands-on experiences in various industries such as finance, marketing, hospitality, logistics, and more. This internship offers students a unique opportunity to apply classroom theories to practical, real-world situations. They gain valuable exposure to industry dynamics and best practices while honing their decision-making, communication, and interpersonal skills.

The Industrial Attachment program serves multiple objectives. Firstly, it contributes to the growth of local industries by providing skilled and work-ready graduates. Additionally, it accelerates students' professional development, allowing them to become effective and productive team members upon graduation. This early exposure to the corporate environment enhances the overall classroom learning experience by bridging the gap between theory and practice. Students learn to relate theoretical concepts to practical scenarios, preparing them for the complexities of modern businesses. Moreover, the program encourages cross-cultural communication, a valuable skill in today's globalised workforce. This preparation ensures that GSTM graduates are well-equipped to excel in their future careers, making a significant impact in their chosen fields.

ADIP509 Industry Project

In cases where students are unable to secure an industrial attachment, the Industry Project becomes an essential component. This individual project spans two months and comprises a 5000-word report. The project's topic must align with business organization and management, receiving prior approval from the school. Within a maximum of two months from approval, students embark on this project, which serves as a platform to integrate their academic knowledge into practical, real-world scenarios. Ideally, the project revolves around identified management issues or opportunities within an organization.

Students actively engage in developing, managing, and attaining the objectives of this business management project. They apply a diverse range of theories, topics, and knowledge acquired during their studies to address real-case scenarios. This approach encourages a comprehensive exploration of managerial aspects within a corporate project, allowing students to apply multiple theories and topics they've learned throughout their academic journey.