

Specialist Diploma in Business Management

OVERVIEW

The Specialist in Business Management is providing the opportunity for students with or without experience to develop an understanding of the nature of the business world and gain an insight into a different aspect of business management.

PROGRAMME OBJECTIVES:

This programme aims to equip students with an analytical problem-solving approach in business management and learn about the emerging issues arising in the society that affect the business decision.

ASSESSMENT METHODS:

Combination of Coursework and Examination

NUMBER OF MODULES:

6

DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

MODULE SYNOPSIS:

SDMS401 Marketing for the Services Industry

This module provides students with an introduction to marketing and its role in the services industry. It gives students an overview of the principles underpinning marketing activities and is both an introduction to the subject area.

Upon completion of this module, students will be able to

- Explain the principles and current practice of marketing in the and its role in organisations.
- Discuss the characteristics and dynamics of the external environments within which organisations operate.
- Collect data from a range of defined sources and analyse to present information and solve business problems.
- Critical evaluation in the context of marketing principles and the marketing environments
- Communicate effectively, orally and in writing, clearly and concisely using a range of media which are widely used in business.
- Show an awareness of key marketing issues

S DFA404 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.

SDBM401 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.

PROGRAMME OUTCOMES:

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

- Develop an understanding of the fundamental of business management in businesses and organisations
- Equip students with an analytical problem-solving mindset in business
- Develop a good analytical ability in business management
- Demonstrate interpersonal, self-study, research and presentation skills through the course
- Have adequate preparation for their careers or further studies in a related area.

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

180

SDBM402 Fundamental Business and Business Decision Making

The module is introducing the basic concepts in business management and key elements in the decision-making process in business organisations. Upon completion of the module, the students will be able to:

- Analyse the fundamentals of good management and organisational techniques
- Explain the rationale decision-making model.
- Identify the components of business structures
- Analyse typical cases found in business and make recommendations using decision-making skills

SDHEM403 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.

SDBE405 Business Environment

This module course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of business for economic, political, legal, technological, demographic, social-cultural, ethical as well as ecological environments. This module focusses on the influences of various external environments at local, national and international levels on business organisations.

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

- Explain the key features of the environment affecting the conduct of business organisations
- Develop skills in analysing political, economic, legal and social environment on differences between countries
- Discuss the situations where the political, economic, legal and social environment has had a direct effect on business operations and performance
- Distinguish between internal and external factors affecting business performance
- Develop skills in case analysis, presentation, communication, and teamwork