

## **Synopsis**

International Management School Pte Ltd

### **ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (Health Care Management, Marketing, Hospitality, Accounting and Management)**

#### **Origin of Course/ Examination**

International Management School (Pte) Ltd has designed this diploma programme to provide the students the advanced knowledge in Business Operations and Management. It explains the complexity of business management and imparts key related skills.

The advanced diploma is suitable for aspiring Executives seeking knowledge of the advanced Business Management theory, practice and techniques in relation to organisational operations and management. Students will be awarded a Advanced Diploma in Business Management (Marketing, Hospitality Management, Accounting) developed by International Management School (Pte) Ltd.

#### **General Aim/ Objectives**

This programme aims to equip aspiring Executives with the advanced knowledge and skills in advanced Operation and Management in Marketing, Hospitality, Accounting and Management in an organisation.

The Advanced Diploma in Business Management consists of 4 core modules and 2 specialization modules. Participants must complete the 4 core modules to advance to study the additional 2 specialization modules of their choice:

The 4 Core Modules

1. Operations Management
2. Management Accounting
3. IT Business
4. Human Resource Management

#### **Specialization in Marketing**

- Consumer Behaviour
- International Marketing Strategy

#### **Specialization in Hospitality Management**

- Service Marketing for Hospitality
- Strategic Hospitality Management

#### **Specialization in Management**

- International Business Environment
- Strategic Management

#### **Specialization in Accounting**

- Auditing and Taxation
- Accounting

#### **Specialization in Health Care Management**

- Health Care Giving Operation
- Strategic Health Care Management

Graduation requirements:- Student must at least a pass grade for 4 core modules and 2 specialization modules

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## **The 4 Core Modules Specific Objectives**

Specific objectives for the programme entail the following:

### **1. Operations Management**

- This unit provides students with the knowledge of the different concepts of operations management. These include the different planning and analysis tools, quality management techniques and standards, and supply chain management.

#### Learning Outcomes

At the end of this module, participants will be able to:

1. define 'operations' and 'operations management'
2. identify the roles and responsibilities of operations managers in different organisational contexts
3. identify the operations management aspects of your own work
4. apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation
5. identify the operational and administrative processes in your own organisation
6. describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

### **2. Management Accounting**

- This module aims to develop the necessary skills and knowledge base to maintain a sound system for classifying and recording cost accounting information for stock valuation, profit measurement, and for assisting management in the profitable operation of a business.

#### Learning Outcomes

At the end of this module, participants will be able to:

1. Explain the role of cost and management accounting in the management process
2. Describe and demonstrate how different concepts are used for identifying costs according to the purposes for which those costs are needed
3. Explain and demonstrate the Cost-Volume-Profit model and the limitations of its use
4. Describe and critically evaluate the different costing systems that operate in organisations
5. Describe and demonstrate the role of budgeting within the planning process
6. Explain how a standard costing system operates and prepare variances

### **3. IT in business**

- This unit provides an understanding of the different applications of IT in business and this include ERP, CRM, e-marketing and knowledge management. This unit will also discuss the trends and issues of IT applications for future business applications.

#### Learning Outcomes

At the end of this module, participants will be able to:

1. Evaluate a specific business system
2. Identify required inputs and outputs
3. Analyse the data format requirements of systems
4. Describe the required processing for a complete business system
5. Identify the roles of people involved in the system

### **4. Human Resource Management**

- This unit provides students with the knowledge of the different activities used in building human resources within an organization. This includes recruitment & selection management, designing compensations and benefits programs, planning for training & development of staffs. Issues affecting this function will also be discussed and this includes aging population, globalization, etc.

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### Learning Outcomes

At the end of this module, participants will be able to:

1. Describe the function of human resource management its duties and discharge
2. Identify the characteristics and organisational advantages of well designed jobs
3. Recognise and articulate the importance of motivation, conflict, power and negotiation in the work place
4. Identify and evaluate alternative approaches to organisational entry, managing performance and rewards and organisational exit
5. Explain the significance of change and develop appropriate strategies and skills to cope with change
6. Distinguish the legal principles which govern the relationship between employer and employee.

### **Specialization in Marketing.**

#### **1. Consumer Behavior**

- This unit provides students with an understanding into the behavior of customer and their buying patterns. It also discusses factors affecting this behavior and the different techniques used in communicating in response to the different behavior.

### Learning Outcomes

At the end of this module, participants will be able to:

1. Demonstrate understanding of the consumer decision-making process model and its implications for marketing decisions.
2. Discuss the internal influences on the consumer as an individual, and their impact on purchasing and consumption behaviour.
3. Discuss the external influences on the consumer in their social context, and their impact on purchasing and consumption behaviour.
4. Evaluate the principal theories of consumer behaviour and critically assess strengths, limitations and applications

#### **2. International Marketing Strategy**

- This unit enables the student to build on an existing knowledge of marketing practise and develop an international understanding of the principles of marketing strategy. The unit will develop the student's ability to critically analyse advanced strategic marketing techniques and the planning, implementation and control of these strategies. The unit requires the student to reflect on marketing theory and practices, in order to critically appraise and apply knowledge and understanding to organisational marketing decisions.

### Learning Outcomes

At the end of this Unit, students will be able to:

1. Evaluate and apply the planning principles of international strategic marketing
2. Critically evaluate the contribution of market segmentation and market research to international marketing
3. Research, critique and evaluate marketing information to assess an organisation's current international marketing strategy.

### **Specialization in Hospitality Management**

#### **1. Service Marketing for Hospitality**

- This unit introduces the concepts of the role of service marketing and its application in the hospitality and tourism industries in order to maximise revenue and achieve long term profitability for the organisation.

### Learning Outcomes

At the end of this module, participants will be able to:

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1. Analyze the role of marketing in the hospitality and tourism organization
2. Develop a marketing plan for hospitality and tourism organization
3. Define customer needs
4. Develop marketing communications plan for hospitality and tourism organization
5. Examine the role of sales in the hospitality and tourism organization

#### **2. Strategic Hospitality Management**

- This unit aims to make the participants aware of the strategic planning process and its impact on the hospitality industry. Participants will gain understanding of the hospitality policy-making within the global, international and national contexts and create an ability to develop and apply innovative strategic planning approaches in response to corporate policies.

##### Learning Outcomes

At the end of this module, participants will be able to:

1. At the end of this module, participants will be able to:
2. Identify and evaluate the process of strategy formation for the Hospitality Industry
3. Assess the range of tools available for strategic planning
4. Develop and critically evaluate strategic policy and action

#### **Specialization in International Management**

##### **1. International Business Environment**

This unit provide an understanding of the complex and dynamic nature of corporate environment in today's globalised economy in which the business and its external environment are not clearly separated.

##### Learning Outcomes

At the end of this Unit, students will be able to:

1. Discuss current issues management and its policy implications
2. Understand current issues and trends from a managerial perspective
3. Integrate current business scholarly literature in their arguments
4. Provide analytical perspectives of current problems and trends
5. Demonstrate a proactive rather than reactive approach to management

##### **2. Strategic Management**

This unit aims to develop understanding of the operational and strategic dimensions of organizations and raise awareness of the current discourse in strategic management theory.

##### Learning Outcomes

At the end of this Unit, students will be able to:

1. Provide a critical appreciation of the key concepts, models and paradigms that are central to contemporary strategic management theory.
2. Demonstrate a critical understanding of the complex and dynamic nature of strategic decision making.
3. Communicate succinctly and clearly in what ways strategic management can influence the allocation of resources, impact on organizational competence and alter an organization's direction.

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### **Specialization in Accounting**

**1. Auditing and Taxation** -- The unit examines the theory and practice of corporate auditing and taxation in business practice.

#### Learning Outcomes

At the end of this Module, participants will be able to:

1. Have understood and identify the various components of the Income Tax for both individual and company.
2. Equipped with the skills for computing and tabulating income tax for individuals, sole proprietors, and partnerships.
3. Understand the basic concepts and principles of financial auditing.
4. Understand and apply of the audit processes in the conduct of audition both individually and as part of a group
5. Equip with the required skill to conduct an effective audition.

**2. Accounting** - This unit aims to broaden students understanding of different accounts and to develop their ability to interpret accounts and report information in line with accepted accounting practices.

#### Learning Outcomes

At the end of this Unit, students will be able to:

1. Distinguish between a range of accounts and their applications
2. Understand and apply a variety of accounting ratios
3. Demonstrate awareness and understanding of regulatory frameworks at play
4. Explain and apply different forms of financial reporting

### **Specialization in Health Care Management**

#### **1. Health & Care Giving Operation**

The unit examines the theory and practice of Health Care administration and management.

#### Learning Outcomes

At the end of this module, participants will be able to:

1. define 'Health Care administration and operations management'
2. identify the roles and responsibilities of operations managers in different organisational contexts
3. identify the operations management aspects of your own work
4. apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation
5. identify the operational and administrative processes in your own organisation describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment

#### **2. Strategic Health Care Management**

#### Learning Outcomes

At the end of this module, participants will be able to:

1. Identify and evaluate the process of strategy formation for the Care Management Industry
2. Assess the range of tools available for strategic planning  
Develop and critically evaluate strategic policy and action

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### Target Students/ Admission Requirements

To be considered for admission into the programme, applicants should have the following qualifications.

Diploma in Business Management from International Management School (O level English Language proficiency with pass grade ) or equivalent

### Course Syllabus/ Content

The course syllabus Advanced Diploma in Business Management will focus on sharpening students' analytical, reasoning, and conceptualisation skills. Primary reference materials will leverage on Advanced Business Management (Marketing, Hospitality Management, and Accounting) text materials. Supplementary materials will be taken from newspapers, articles, and the internet.

Upon course completion, students will be awarded a Advanced Diploma in Business Management from International Management School.

### Total Course Duration

The duration of the Advanced Diploma is approximately 6 months/ (4 hours per week) for Part-time. Course duration is specified as follows:

Level	Duration	
Diploma	6 Months	

The diploma is divided into the modules to be taught and allocation hours are shown in the table below.

	Module Name	(Hr)
1	Operations Management	16
	Management Accounting	16
	Human Resource Management	16
	IT Business	16
2	Specialization in Marketing	
	Consumer Behaviour	16
	International Marketing Strategy	16
3	Specialization in Hospitality	
	Service Marketing for Hospitality	16
	Strategic Hospitality Management	16
4	Specialization in Accounting/Finance	
	Accounting Management	16
	Accounting	
5	Specialization in Management	
	International Business Environment	16
	Strategic Management	16
6	Specialization in Health Care Management	
	Health Care Giving Operation	16
	Strategic Health Care Management	16

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\* Assessment fully based on classroom activities.

\*\* The duration for the examination has been incorporated into the respective module.

### **Assessment and Grading**

For each module, the students' level-of-understanding of the subject-areas will be assessed through combinations of formal examination, classroom-tests and/or assignments. The formal examination will contribute to 60% of the assessment, while the remaining 40% will be from the classroom-tests and/or assignments. To further enhance the quality of the assessment, a reduction of 5% of the assignment's total-mark will for late submission of respective assignment.

Grading will be given for each module, depending on the total score obtained by the student. The grading with corresponding scores is shown in the table below.

Grade	Score
A+	Score $\geq 75$
A	$75 > \text{Score} \geq 70$
B+	$70 > \text{Score} \geq 65$
B	$65 > \text{Score} \geq 60$
C+	$60 > \text{Score} \geq 55$
C	$55 > \text{Score} \geq 50$
Fail	$50 > \text{Score}$

### **Fees/ Class Size**

The full course fee for Diploma is \$2,400 (Fees are exclusive of 7% GST). A fee of S\$100 is payable upon registration. The maximum class size will be 20 students.