

## **Synopsis**

International Management School Pte Ltd

**DIPLOMA IN BUSINESS MANAGEMENT (Marketing, Hospitality Management, Accounting and Online Business)**

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

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

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

### **General Aim/ Objectives**

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

The Diploma in Business Management consists of 4 core modules and 12 specialization modules. Participants must complete the 4 core modules and the additional 8 specialization modules of their choice:

#### The 4 Core Modules

1. Principles of Accounting
  2. Business Communication
  3. Marketing
  4. Business Organization
- Specialization in Marketing
  - International Business
  - Marketing Management
  - Specialization in Hospitality Management
  - Introduction to Hospitality Industry
  - Hospitality Management
  - Specialization in Accounting/Finance
  - Finance
  - Financial Accounting
  - Specialization in Management
  - Business Management
  - Business Environment
  - Specialization in Business Online
  - Online Business Development
  - Online Business Strategy
  - Project Development of Food and Beverage
  - Introduction in Food and Beverage Service

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Graduation requirements:- Student must at least a pass grade for 4 core modules and 8 specialization modules of their choice.

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

Specific objectives for the programme entail the following:

##### **1. Principles in Accounting.**

This module aims to provide participants with more concepts of accounting with topics such as double entry concept, preparation of income statements and balance sheets, interpretation of financial ratios, etc.

##### **Learning Outcomes**

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

1. Understand key concepts and techniques useful in recording and analysing accounting information
2. Produce solutions to accounting problems, which make appropriate use of accounting practice and principles and which are well organised and clearly stated.
3. Prepare statements reporting the financial performance and financial position of business entities
4. Analyse accounting data and accounting reports using appropriate tools and techniques.
5. Demonstrate an awareness of the context within which accounting operates and through which it relates to the business environment.

##### **2. Business Communications**

This module aims to equips students with the essential skill of business communication including writing of letter, reports, minutes, memorandums and electronic mails. Other skills include presentations, listening and management of meetings.

##### **Learning Outcomes**

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

1. Demonstrate how business communication strategies and principles can be applied to prepare effective communication for domestic and international business situations
2. Discuss the relative merits of and appropriate organisational formats and channels used in developing and presenting business messages
3. Demonstrate understanding of the mechanics of oral and written communication including presentations, memos, letters, and reports.
4. Demonstrate language skills competency in grammar, spelling, punctuation, capitalization, number usage, and sentence structure by communicating in concise, clear, straightforward language.
5. Explain relative merits and mechanisms for communicating via electronic mail, Internet, and other electronic media.
6. To deliver an effective oral business presentation (Non credit bearing assessment)
7. To demonstrate problem-solving and critical-thinking skills by analysing business problems, resulting in functional business documents, memoranda, letters, and/or reports.

##### **3. Marketing.**

This module aims to provide participants with the concepts of marketing. In addition, the mechanism of the marketing process is also discussed with extensive coverage on topics of the marketing mixes, i.e. product, price, promotions and distribution.

##### **Learning Outcomes**

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

1. Understand the marketing environment and the scope of tasks undertaken in marketing in

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- the context of different organizational situations in which marketing is applied.
2. Understand the decision making processes within consumer and organizational buying situations explain the ways in which market segments are defined and recognise the importance of information in decisions concerning customers and markets.
  3. Assess the role of the marketing mix within the context of marketing decision making.
  4. Examine various marketing strategies used within different organizations and competitive situations

#### **4. Business Organisation**

This module aims to provide participants with the knowledge of how an organization can be organized and managed. In addition, participants will also be taught on organizational theories of leadership, motivation, group theories and change management.

#### **Learning Outcomes**

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

1. Identify mechanisms for the setting of organisational goals and their achievement
2. Identify the causal determinants of organisational structures
3. Compare and contrast the nature of management in historical and contemporary contexts.
4. Put current debates about the nature of organisational control in a historical context.
5. Use a variety of models of organisational effectiveness to suggest changes to an organisation
6. Discuss approaches to management power and control within different organisational settings
7. Discuss organisational issues related to group dynamics by reflecting on group structures and processes raised in the unit.

#### **Marketing Specialisation Modules**

##### **a. International Business.**

This module aims to provide participants with the knowledge of international trade. Discussion of this topic includes international trade practices, trade restrictions and global trends influencing the development of international business.

#### **Learning Outcomes**

At the end of this module, participants 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

##### **b. Marketing Management**

To provide students with a foundation for the analysis of marketing within organizations including decision making processes, segmentation, the role of information and the marketing information system, the marketing mix, internal and external influences affecting strategy, competitor analysis and positioning.

#### **Learning Outcomes**

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

1. Understand the theory and practice of marketing decision making.
2. Formulate solutions to case studies, practical examples and exercises.

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3. Apply marketing decision making principles to a wide variety of contexts within the non-profit and private sectors from small as well as large enterprises and from services and industrial markets as well as the traditional area of consumer marketing.
4. Develop a marketing plan for a product or service.

### Hospitality Specialisation Modules Objectives

#### a. Hospitality Management

This module aims to provide participants with:

- i. Develop understand and knowledge of complexity of the hospitality and tourism business operations
- ii. Develop the skills to undertake the activities that are expected of a supervisors and managers with a hospitality and tourism business
- iii. Develop personal skills in management and leadership and their ability to deliver good levels of customer care

#### Learning Outcomes:

At the end of the module the student will be able to:

1. Examine the functional areas of business operations
2. Evaluate the role of management within the tourism and hospitality
3. Evaluate the skills required of management within the tourism and hospitality industry
4. Examine the systematic approach to recruitment selection and training
5. Evaluate the role of commendation in the organisations
6. Evaluate the role of customer care in achieving organisational objectives
7. Evaluate the use of information technology within organisation
- 8.

#### b. Introduction to Hospitality Industry

This module aims to provide participants with:

- i. Develop knowledge and an understanding of the scope and future developments of the global hospitality industry
- ii. Understanding the external influences on the industry and
- iii. Able to develop quality approaches and management systems to improve performance and meet the needs of the organization and its customers

#### Learning outcomes

At the end of the module the student will be able to:

1. Examine the scope and the future developments of global hospitality industry
2. Evaluate the issues and the influences affecting the hospitality industry
3. Critically evaluate the role of branding within the hospitality industry
4. Illustrate the distinctive features of accommodation
5. Illustrate the distinctive features of food and beverage
6. Develop effective quality management in the global hospitality industry

### Accounting Specialisation Modules Objectives

#### a. Finance:

This module discusses the acquisition and allocation of funds. It will also provide students with the understanding of different financial tools for short and long term finance planning including break even analysis.

#### b. Financial Accounting

This module is an extension of the core accounting unit and it provides students with additional knowledge of the accounting profession. Topics included here are preparation of Consolidated Financial Statements, disclosure in published accounts and changing trends of the accounting industry.

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### Learning Outcomes:

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

1. Have gained an understanding of the main decision areas in corporate finance, the issues arising and the financial environment in which these decisions are made.
2. Demonstrate an understanding of the current treatment of investment and financing in situations of certainty and uncertainty, and have acquired the knowledge and skills to be able to apply a number of techniques to assist the decision making process.
3. Be able to analyse, interpret and evaluate financial information as discussed in the course and previous courses.
4. Have become acquainted with current issues and developments in the area of corporate financial management.

### Management Specialisation Modules Objectives

#### a. Business Management

This module aims to provide participants with a range of studies which are useful in understanding people in the workplace. It examines the concept of management within the global business environment and through the appraisal of business cases, a variety of approaches are considered.

### Learning Outcomes:

On successful completion of this module participants will be able to:

1. Provide critical evaluation of the major functional areas of a business and describe their interrelationship.
2. Evaluate competing perspectives on the nature of management as both a function and process within organisations
3. Discuss the concept of managerial power and authority, in the context of the work of individual managers, and organisations within their social and cultural contexts.
4. Discuss models of managerial decision-making
5. Discuss the development of organisations in their historical, social and cultural contexts, and the choices that this creates for the management of organisations
6. Explain the process of organisational change and development
7. Discuss management as a moral and ethical process
8. Demonstrate an appreciation of the role of the Administrator as part of the Managerial process

#### b. Business Environment

This module aims to provide participants with 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 module, participants 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

The Specialization in **Business Online** consists of 2 modules:

Module Title -**Online Business Development**

Learning Outcomes

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

#### **Course Outline**

1. Introduction to Online Business
2. Website Development Training
3. Hosting Facility
4. Ecommerce & E-Shopping
5. Online Payment
6. Project in development of Online Business Platform

#### **Module Title-Online Business Strategy**

##### Learning Outcomes

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

#### **Course Outline**

1. Personal Data Protection Act (PDPA), Rule and regulation
2. Code of Ethics and Professional Client care
3. Search Engine Optimization (SEO)
4. Facebook Training
5. Google Add Words Training
6. Email Marketing

#### **Module Title**

- Introduction to Food & Beverage Service

#### **Learning Objective**

This module aims to provide participants with:

1. Explain the structure and Scope of the industry
2. Evaluate the characteristic and the range of different type of F & B

#### **Module Content and Outline**

S/N	Topic
1	Food and Beverage main objectives and expectations
2	Characteristic of food and beverage sector
3	Trends in food and beverage
4	Food and beverage in accommodation
5	Food and beverage services in Hotel
6	Independent restaurant
7	Food and beverage in accommodation
8	Ethnic Restaurant
9	Theme Restaurant
10	Food and beverage transport

#### **Learning Outcomes:**

At the end of the module the student will be able to:

1. Understand the key characteristic and prepared for challenges
2. Understand and Scope of the industry
3. Understand the characteristic and the range of different type of Food and beverage

#### **Module Title**

Project in the development of Food and Beverage

#### **Learning Objective**

1. Planning and development, forecast and budgeting
2. Identify the various government agency and licence application
3. Sourcing of equipment suppliers and contractors
4. Recruitment of staff

#### **Module Content and Outline**

S/N	Topic
1	Development plan
2	Marketing
3	licence requirement
4	Customer service

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5	Menu Planning
6	Equipment
7	Staffing
8	Budgeting

#### **Learning Outcome**

Students will be able to:

1. Writing of a development plan
  2. Knowledge of the government agency and licence requirement and application
  3. Identify and sourcing of equipment and contractors quotation
  4. Recruitment of staff
  5. Identify the application requirement and understand MOM and ICA rules and regulation
- Budget forecast

#### **Target Students/ Admission Requirements**

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

- a. Obtained C6 in any GCE 'O' Levels subjects Including English Language or equivalent

#### **Course Syllabus/ Content**

The course syllabus Diploma in Business Management will focus on sharpening students' analytical, reasoning, and conceptualisation skills. Primary reference materials will leverage on 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 Diploma in Business Management validated by International Management School.

#### **Total Course Duration**

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

Level	Duration	
Diploma	12 Months	

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

	Module Name	(Hr)
1	Principles in Accounting	18
	Business Communications	18
	Marketing	18
	Business Organisation	18
2	Specialization in Marketing	18
	International Business	18
	Marketing Management	18

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3	Specialization in Hospitality	18
	Introduction to Hospitality Industry	18
	Hospitality Management	18
4	Specialization in Accounting	18
	Finance	18
	Financial Accounting	18
5	Specialization in Management	18
	Business Management	18
	Business Environment	18
6	Specialization in Business Online	18
	Online Business Development	18
	Online Business Strategy	18
	Project Development of Food and Beverage	18
	Introduction in Food and Beverage Service	18

\* Assessment fully based on classroom activities.

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

**Assessment and Grading**

1. 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.

1. 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 ≥75
A	75 > Score ≥ 70
B+	70 > Score ≥ 65
B	65 > Score ≥ 60
C+	60 > Score ≥ 55
C	55 > Score ≥ 50
Fail	50 > Score