

Module Synopses

Work Study Certificate Leading to Diploma in Business Management (Business Practice)

Certificate in Business and Technology (180 hours)

Module 1: BA4114 - Fundamentals of Accounting (45 hours)

The module provides participants with an understanding of the fundamental accounting practices from the preparation of accounting records to the financial statements of a sole trader.

Module 2: BA8014 - Essentials of Technology for Business (45 hours)

Technology can transform business and therefore businesses must understand the technology available to them. This module teaches participants the emerging trends in technology as they relate to a wide variety of businesses. Participants will also learn strategies to apply technology based on business models. At the end of the module, participants will be able to identify and recommend various technology tools and platforms to transform business in an industry specific to their course of study.

Module 3: MS1570 - Fundamentals of IT and Data Analysis for Business (45 hours)

This module is designed to introduce the essential features in spreadsheet to support data analysis for business applications. Participants can use these skills to construct business and financial models for various industries. It will impart the necessary skills to analyse worksheet data, apply fundamental data analysis techniques to improve productivity and streamline their day-to-day operational work.

Module 4: LC9702 - Effective Business Communication Skills (45 hours)

The module prepares business participants for the work situation by equipping them with the skills to prepare for and participate at meetings, write business messages (e.g. business letter, memos and e-mails), and search for a job, prepare the application package and attend an interview.

Certificate in Business Marketing (180 hours)

Module 5: BA4124 - Essentials of Consumer Psychology (60 hours)

The module provides participants with an understanding of why and how individuals and groups engage in consumer activities and the cognitive processes and behaviour involved when people purchase and use products and services.

Module 6: BA4125 - Essentials of Customer Relationship Management (60 hours)

The module enables participants to understand Customer Relationship Management (CRM) and the key components that make up the CRM infrastructure. It covers the usefulness of Customer Life Time Value and RFM Analysis and how organisations plan for implementation of a CRM programme and the various customer touch-points in the practice of CRM.

Module 7: BA4127 - Essentials of Digital Marketing (60 hours)

This module enables participants to identify the important current media trends and understand how companies are responding to the rapidly evolving digital world of user generated content, consumer communities and other new forms of communications such as social networking and tagging, as well as utilize the new marketing planning framework to create their own digital marketing campaigns, using the right digital media channels and measuring its effectiveness.

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After completion of WSCert, the participants have the option to complete three (3) additional MCs for the award of a Diploma in Business Practice: Business Management (DBBM).

Certificate in Business Fundamentals (180 hours)

Module 8: BA4111 - Business Statistics (45 hours)

The module provides participants with an understanding of basic statistics concepts and their relevance to the business environment. Topics covered include descriptive statistics, simple probability, normal distribution, sampling, estimation, hypothesis testing, and linear regression and correlation.

Module 9: BA4112 - Basic Economics (45 hours)

The module enables participants to understand basic Microeconomics and Macroeconomics concepts, and relate the concepts taught to real world situations. Concepts will include demand and supply, the determination of prices, different market structures, the role of governments, economic indicators and international trade.

Module 10: BA4113 - Marketing Fundamentals (45 hours)

The module introduces participants to basic marketing principles, including the marketing process, the marketing environment, understanding consumer behaviour, target market selection, and management of the marketing mix elements that include the 4P's: Product, Price, Place and Promotion. Participants will be able to design a simple marketing plan to launch a new product/service.

Module 11: LC9701 - Interpersonal Skills and Proposal Writing (45 hours)

The module develops participants' understanding of the principles of communication and their skills for effective written and oral communication, so as to able to speak, write and listen effectively. They will be able to write short logical business reports and present these reports orally in a clear and coherent manner.

Certificate in Business Enterprise (180 hours)

Module 12: BA4116 - Introduction to Business Law (45 hours)

The module provides participants with an understanding of the basic features of the Singapore Legal System, and introduced to basic principles of contract law. Areas of law directly relevant to business, such as the law of tort and agency, will be covered. The legal aspects of business organisations will also be emphasised.

Module 13: BA4132 - Human Resource Management (45 hours)

The module provides participants with an understanding of human resource management in an organisation. Key topics include human resource planning, recruitment and selection, training and development, performance appraisal, compensation, grievance procedures, and discipline approaches.

Module 14: BA4133 - Financial Management (45 hours)

The module provides participants with an understanding of basic financial concepts. In addition, participants will be exposed to basic time value of money concepts and financial techniques used to analyse and evaluate capital investment projects.

Module 15: BA8016 - Organisational Management (45 hours)

The module provides participants with an overview of management and challenges a manager faces in the dynamic environment. Participants will be taught the basic knowledge of management principles in planning, organising, leading and controlling. Participants will understand the roles that managers play in managing change and shaping organisational culture.

Certificate in Business Administration (180 hours)

Module 16: BA4139 - Supply Chain Management (60 hours)

The module provides participants with the concepts and global perspectives of supply chain management (SCM) and its importance to businesses. It covers key supply chain processes, including distribution, sourcing, transportation, demand management, inventory management, reverse logistics and supply chain outsourcing. The impact of information technology and E-business on SCM are discussed.

Module 17: BA4122 - Essentials of Financial & Management Accounting (60 hours)

The module provides participants with an understanding of the fundamentals of financial and management accounting concepts for companies.

Module 18 : BA4138 - Innovations Service Quality (60 hours)

The module creates a “mind-set for service” among participants and to equip them with the necessary customer service skills and knowledge in providing excellent service for future employment in service related industries. Design Thinking will be incorporated to provide a structured framework for identifying challenges, gathering information, generating potential solutions, refining ideas, and testing solutions.