



BUSINESS MANAGEMENT

Programme Handbook for the year 2022



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OUR DIRECTOR OF STUDIES' MESSAGE:

Dear Student,

Warm greetings from administrative and academic members of Stanford Academy!

You are here to learn and to develop. We are here to support you in your exciting endeavor and to help you achieve your academic and personal goals. We assure you the opportunity for success and our commitment to support you along the way. We expect great things of you. And you have great expectations of our College.

You have chosen to put your future in our hands, and I assure that we will do our utmost to ensure that you will be happy and learn and develop as individuals. I want to encourage you to be open to new ideas, experiences, and directions. They will be your best source of support and they will help you make the most of your experience here. And I have some practical advice for you how to make the most of your experience at our College.

Students, you are surrounded by opportunity, much of which is not obvious to you at this time. Take advantage of all the opportunities that are here for you in and out of the classroom. Make a commitment to improve yourself.

We are delighted that you have chosen to study at our College, and we look forward to learning and growing with you. Do well and enjoy. You should start your days at our College with enthusiasm and a history of success.

All our policies & procedures are clearly spelt and you are encouraged to understand them. Do contact our Administrative staff should you require further information. Every effort will be made to serve our students and I will ensure that Stanford Academy's staff provides excellent customer service in the industry. Do speak to us! I would like to say to all of you that ingredients for an effective active learning include a willingness to exchange ideas, an interest in playing with ideas, a respect for difference of opinion, the confidence to develop your own ideas, a willingness to listen and to change one's view.

Finally I would like to thank you so much for coming along here today, and for putting your trust in Stanford Academy. We look forward to sharing your learning journey.

DIRECTOR OF STUDIES

DR. BERNICE GAO

BUSINESS MANAGEMENT ACADEMIC TEAM

	<p>DR GAO YUPEI BERNICE (Director of Studies): She is an integral part of the Management team as well as a member of the Academic and Exam boards.</p> <p><u>Qualification:</u> Doctor of Philosophy in Education Management Master of International Business (Monash University) Bachelor of Business-Accounting (Monash University)</p>
	<p>MS. MAR LAR (Vice Principal): She is an integral part of the Management team as well as a member of the Academic and Exam boards.</p> <p><u>Qualification:</u> Master of Business Administration (London Metropolitan University, UK) Honours Degree of Bachelor of Science in Computing (University of Portsmouth, UK) Bachelor of Science in Physics (Myanmar) International Diploma in Computer Studies (NCC, UK)</p>
	<p>MR. PETROS ZENIERIS (Department Head – Business)</p> <p><u>Qualification:</u> Bachelor Degree in Economics (University of Thessalonica, Greece) ACTA Certification</p>
	<p>MR. RATISSH BALAKRISHNAN (Full-Time Staff): Senior Lecturer handling various modules for Advance Diploma in Business Management course.</p> <p>MR. LOUIS WAI (Full-Time Staff): Lecturer handling various modules for Foundation Diploma for Higher Education course.</p>

PUBLIC HOLIDAYS FOR 2022



Course Schedule	Mondays to Fridays
Time	Please refer to the lesson timing
School Holidays – Term Breaks	Chinese Lunar New Year Break: 19 January to 9 February 2022

New Year's Day	1 Jan 2022	Saturday
Chinese New Year	1 Feb 2022	Tuesday
	2 Feb 2022	Wednesday
Good Friday	15 Apr 2022	Friday
Labour Day	1 May 2022 / 3 May 2022	Sunday / Tuesday
Hari Raya Puasa	2 May 2022	Monday
Vesak Day	15 May 2022 / 16 May 2022	Sunday / Monday
Hari Raya Haji	9 Jul 2022	Saturday
National Day	9 Aug 2022	Tuesday
Deepavali	24 Oct 2022	Monday
Christmas Day	25 Dec 2022 / 26 Dec 2022	Sunday / Monday

USING THIS HANDBOOK

This programme handbook contains a wealth of information. Some of it will be of more relevance to you later in your respective courses than at the start of your studies. It covers many of the questions you will have about your course and how to locate additional information or seek for further advice.

For more detailed information you will sometimes need to consult other sources, such as:

- Student Service Center - for details of important regulations and procedures.
- Head of Department - for academic information, timetable and course structures.

This programme handbook specification defines the key features of your respective Business Management courses currently offered by Stanford Academy, their aims, structure and learning outcomes and identifies all respective modules you require to study in each course for your award.

It is students' responsibility to be fully aware of the regulations, which govern their studies as an undergraduate student of Stanford Academy. We provide guidance on most aspects of the Academic Regulations via our website, including Student Handbook; if you are unsure please contact our Student Service for a clearer insight.

By joining Stanford Academy as a student you and the school will form a formal relationship and you will become a member of our academic community. You are Stanford Academy student and you will study your respective programme at Stanford Academy. The terms and conditions will govern your relationship with Stanford Academy.

It is therefore your responsibility to read and understand this important information. If there are aspects of the terms and conditions you do not understand please contact the Student Service or the Head of Department for a clearer insight.

You should also be aware that, occasionally, the details in this Handbook, including the respective Courses' Specifications, may subsequently be amended or revised in accordance with the policies and regulations.

SECTION 1: WELCOME TO BUSINESS MANAGEMENT PROGRAMME

Stanford Academy welcomes you all to our Business Management programme.

Our Business Management programme consisting of various courses, offers students an opportunity to holistically enhance their knowledge and understanding of various levels of business management, in the domestic as well as the international business arena. Our various courses are designed and aimed to provide and endow students with a broad, systematic and combined knowledge and understanding in their various studies of Business Management.

Our ultimate purpose has a threefold aim:

- To increase the understanding of organisations, their management structure, the economy and the business environment;
- To prepare and develop students for a career in the business and management fields;
- To enhance students with a wide range of skills and attributes, which will allow them become effective global citizens.

Our Business programme with its various courses is aimed to utilise a blended learning approach to teaching and learning through a mixture of interactive workshops, lectures including virtual lectures and a wide range of multimedia. Students are provided with opportunities to analyse and discuss core principles and concepts and obtain formative feedback. Lectures, practical activities (i.e. presentations, MCQ tests) are designed to convey broad principles, concepts and knowledge, as well as offering students the opportunity to analyse and apply learnt knowledge through individual or group assignments on various business management scenarios.

SECTION 2: YOUR KEY CONTACTS

Phone contacts:	+65-6565 9786, +65-6560 5559
School's Website:	www.stanford.edu.sg
Email address:	info@stanford.edu.sg
(for enquiry and feedback/ complaint):	feedback@stanford.edu.sg
Committee for Private Education:	https://www.ssg-wsg.gov.sg/

School's Operating Hours

Monday – Thursday:	9:00 AM – 9:30 PM
Friday:	9:00 AM – 7:00 PM
Saturday, Sunday & Public Holidays:	Closed

Management Team

1. Director of Studies: Dr. Bernice Gao
Email: bernice@stanford.edu.sg
2. Vice Principal: Ms. Mar Lar
Email: marlar@stanford.edu.sg
3. Department Head: Mr. Petros Zenieris
Email: petros@stanford.edu.sg

Emergency Contacts in Singapore

- Emergency Ambulance & Fire: 995
- Non-Emergency Ambulance: 1777
- Police Emergency: 999

- Police Hotline: 1800 255 0000
- Dengue Hotline: 1800 933 6483
- Fire Hazard Reporting: 1800 280 0000
- SCDF General Enquiries: 1800 286 5555
- AVA Hotline: 1800 226 2250
- SP PowerGrid (to report a power failure): 1800 778 8888
- NEA Hotline: 1800 225 5632
- Floods or Drain Obstructions: 1800 284 6600
- Building & Construction Authority: 6325 7191 / 6325 7393
- HDB Essential Maintenance Service Unit (ESMU): 1800 275 5555 / 1800 325 8888 / 1800 354 3333
- Drugs & Poison (non-emergency): 6423 9119
- Weather: 6542 7788
- City Gas (for any issues regarding gas leakages, or disruptions): 1800 752 1800

Free Counselling Services in Singapore:

- SOS (Samaritans of Singapore) -1800 221 4444
- The Counselling Place -6887 3695
- CareCorner Singapore -1800 3535800
- Family Life Society -6488 0278
- ComCare Hotline -1800 2220000 (24 Hours daily service)

SECTION 3: RESPONSIBILITIES OF A STUDENT

3.1. Induction Programme Checklist

Following your Induction Programme and Course Introductory Meetings, you should check that you have received the following:

- ☐ your student contract confirming your course and modules
- ☐ your ID card
- ☐ your course timetable
- ☐ the location of your Student Service Centre
- ☐ the location of your main Library
- ☐ the name of your teacher and Head of Department
- ☐ your course handbook

If you miss your Induction Programme you still need to obtain all of the above items. Contact your designated Student Service to ensure that you know what to do and where to go. It is very important that you complete the enrolment process as this is what activates your status as a student and ensures, for example, that you appear on your module class lists.

An orientation program is conducted for all students and this includes;

- Academic Programme - Overview
- Assessment Structure
- Assessment Grading Criteria
- Curriculum Delivery methods
- Lesson Time and Venue
- School Attire
- Graduation Requirement
- Delay Exam / Re-Exam
- Attendance Requirement (ICA / Exam)
- Leave Process / STP-Exam Matters
- Supplementary Examination matters
- Medical Leave Policy
- Computer Usage policy
- Appeal Process
- Exam Result
- Award Certificate
- Student Pass cancelation and renewal matters

- Academic Code of conduct
- Progression Pathway
- Job Opportunities

3.2. Attendance Requirements

In order to succeed on your course you should attend all classes and attempt all assessments; indeed the School requires this of you. Whilst some absences may be unavoidable you should always let your Module Lecturer know in advance and you must to catch up on what you have missed.

- Students must attend all scheduled classes with the attendance taken.
- Students are not allowed to sign the attendance on behalf of their classmate(s).
- Students will be marked as absent if they do not have a medical Certificate (MC) or do not have the permission from the College to miss the lesson.
- Students are to ensure that they sign for their daily attendance during or after the class.
- Student is not allowed to request others to sign attendance on his or her behalf. Students are always expected to attend school unless excused by their parents or guardians.
- Students or parents are expected to contact the office if a Student has reason to be absent from school. Subject to Management approval.
- Students are not allowed to sign on the attendances without the consent or the presence of teacher in-charge / Management / Discipline Master. (Student could get warning letter or could face expulsion for repeated offenses)
- Students must ensure that they sign on the correct column by their names indicated in the Attendance sheet, if not they will be counted as absent for that particular day.
- The minimum attendance requirement for international students is 90%. (set by ICA)
- The minimum attendance requirement for local students is 75%.
- International students will be expelled from school and will have their pass cancelled in case they do not meet the attendance requirement (90% a month) for 4 times in between total duration of study.

- Local student will be expelled from school if students' attendance is lower than 75% for 4 times in between total duration of study.
- A certificate of attendance or completion certificate cannot be issued to those who do not complete the minimum requirements of the attendance.

ICA Attendance reports requirement

The School is obliged to report to the Immigration and Checkpoints Authority (ICA) on any foreign student:

- For international students whose percentage of attendance in any month during his/her study period falls below 90% without valid reasons; (refer to the warning letter section for more details)
- Students are required to submit medical certificate within timeframe as the school will have to submit overall attendance report to ICA on 7th of every month.

Medical Certificates

When a student is absent from class due to medical reasons, he/she is required to submit the original copy the Medical Certificate within 3 days from their sick leave and complete the Leave Application form.

- Only medical certificates issued by registered clinic, polyclinics, or hospitals will be accepted.
- **Medical Certificate produced from (TCM) the Tradition Chinese Medicine will not be accepted.**

Overseas leave and sick leave application requirement

- Students applying for overseas leave are required to provide relevant documents, fill up the guarantee letter given by the school and submit it with acknowledgement to the Discipline Master, before buying air tickets. Leave application is subject to the Management approval.

- Students who are planning to go back to their home countries for medical treatment due to illness or for regular doctor visits are required to apply leave and obtain approval from school beforehand. Once returned to Singapore, they must immediately submit their home countries original medical certificate with English translation. **(Any foreign medical certificate without English translation will be rejected and students leave will be voided off and consider as absents) expulsion will be executed if needed).**
- Any students who extend their leave or fail to report to school in time after leave period is over, (Did not come back in time as per the leave date indicated in leave form) without any valid reason, will be dealt with by the school discipline department once they return to school.

Assessment requirement

- Student must achieve **75%** attendances rate for the whole module in order to be eligible for the assessment submission of the module.
- Student will be barred from examinations if they do not achieve the attendances rate which is indicated by the school.
- If a student is barred, the module that he/she is barred from is considered as fail/un-attempted. (A re-submission fee of SGD 500 will be chargeable to the student)
- All overseas/local/urgent/home leave, MCs, will not be counted in attendance requirement for exam. Students need to be physically present in school for the exam attendances to be counted.
- Late joiners will be exempted from that current module if they joined after two weeks of the commencement date, but they will not be penalized for the examination and re-submission fee will not be imposed on them.

3.3. Discipline Matters

Student discipline is an important part of providing the environment which is conducive to learning for all. Discipline policies set out a balanced approach recognizing student achievement and dealing with unacceptable behaviour. They are based on developing

student responsibilities, encouraging respect and creating good conditions for effective teaching and learning. They also aim to be the foundation for a safe, happy and conducive place. Every student has the right to a learning environment free from bullying and intimidation and to feel safe and happy at school. They have a right to be treated fairly and with dignity.

Violation or breach of rules

- Students (International Students with STP) with a monthly attendance record below 90% attendance / Singaporean, PR or Non-STP international students below 75%
- Students who failed to inform and obtain approval from the School before going on home-leave.
- Student (STP/Non-STP) who takes home leaves for more than seven (7) consecutive school days without prior approval from the School.
- Students (STP/Non-STP) who absent for seven consecutive school days without official approval from the School.
- Students leave Singapore without prior approval from the School.
- Students attempt to perform forgery on Medical Leave Certificate for medical leave/sick leave.
- Students who are cheating in examinations.
- Students who commit offences against the law of Singapore governing bodies and bring the School into disrepute
- International students holding Student Pass seek employment in Singapore. (Student Pass holders who are caught working in Singapore will be reported to ICA and their Student Pass will be cancelled; Student's Pass holders are not allowed to be engaged in any form of employment, business, profession or occupation in Singapore whether paid or unpaid.)
- Students who persistently misbehave despite advice and warnings from School.
- Students who consistently not following the school rules on school attire (proper uniform/ appropriate attire (no shorts and no slippers)/ No brightly dyed hair colour/ footwear/no wearing of caps) and personal hygiene (clean shave) despite several

advice and warnings from the School.

- Students who perform disruptive actions/ words against school teacher/ staff/ classmates.
- Students whom attempt scuffles within school compound.
- Underage students caught smoking within school compound.
- Students sign on official documents without the presence of teachers/staff.
- Students sign on behalf of classmates or instructed others to do likewise.

ICA Rules and regulations

- The students shall not be adopted by any Singapore Citizen or Permanent Resident in Singapore.
- The students shall not indulge in any activities that are inconsistent with the purpose for which the Student's Pass has been issued.
- Foreign students are not allowed to enrol in any other institution than the stipulated institution (Stanford Academy) on the Student's Pass;
- The students shall not be involved in any criminal offences in Singapore.
- The students shall not remain in Singapore after the expiration of their Student's Pass.

Student Pass requirements

They are as stated by the In-Principle Approval letter from the Immigration and Checkpoints Authority (ICA): Students are required to note the following conditions:

- He / She is only permitted to attend the course at the School as stated in this In-Principle Approval letter;
- He/ She shall attend the class regularly; and
- He/ She shall surrender the Student's Pass for cancellation within seven (7) days of the date of cessation or termination of studies.

Manners and code of conduct

The School aims to provide a safe and conducive environment for all our students and staff. We expect everyone to observe proper conduct and exercise certain duties and obligations within the premises. Students must always maintain the following conduct:

- Students need to be well-groomed
- No brightly dyed hair colour
- Students always need to wear their uniform according to school's rule (if applicable)
- Students must be respectful to the teachers/staff/classmates
- No vulgar language/rudeness, defiance or violence towards teachers/staff/classmates is allowed in school.
- Students should not make boisterous behaviour/harassment/intimidation/discrimination that make other people disturb on and off the premises.
- Food and drinks are not allowed in the classroom.
- Students are not allowed to enter the staff counter/management/teachers room without permission.
- Smoking is always strictly prohibited in the premises.
- Gambling or playing card game is strictly prohibited. Any student caught gambling or playing cards would face disciplinary action. Repeat gambling offenders may eventually face expulsion from our School.
- No fighting or acts of disturbance.
- Listening to audio devices (e.g. MP3 player) or viewing video devices (e.g. multimedia player) is not allowed in class.
- Video taking during class lesson is not allowed in class.
- Downloading illegal software or visiting pornographic websites
- Do not forge medical certificates or other official documents.
- Do not forge signature on behalf of classmates or instruct others to do likewise.
- Do not cheat in any ways during Examination.
- The use of hand phones during lessons and assessments/tests is not allowed. All such equipment must be switched off.
- Illegal acts which violate Singapore law

- Any form of vandalism/theft will not be tolerated. Students found guilty of vandalism will be severely dealt with.
- Intentional damage to the School property; (drawing on tables/walls) (jumping on chairs)
- Always report any damage of School property to the nearest instructor, lecturer or staff.
- An act of vandalism is strictly prohibited, and the students must pay for any wilful damage to the School's equipment/properties and facilities.
- Weapon possession; sale, possession & distribution of any illegal substance, drugs, materials, theft or vandalism
- No littering, spitting or any form of vandalizing act is allowed in classrooms and public;
- No unauthorized removal of books from the library.
- No unauthorized removal of computer from the IT room.

Students must maintain good conduct at all times and be well-informed about the above mentions discipline regulations Any student found to be in violation of any rules, regulations or law of government bodies will be subjected to appropriate disciplinary action by the relevant authorities; in severe cases, a student may be expelled from the course of study or even deported back to their home country.

Some misconduct may result in immediate termination and possible prosecution. Student will be immediately expelled from the School.

Consultation for breaching rules

Any student found to be in violation of any rules, regulations or law of school will be subjected to appropriate disciplinary action by the school; in severe cases, a student may be arrange for a few session of Consultation session with our school Consoler if the discipline department suggest if needed.

Consulting is to create a soft-skill approach towards students to let them understand why he/she is being punished due to the action / words that they had done/said. This is to create a friendlier environment for the students while they are studying in SA.

- A report/record will be written by the discipline master before he/she conduct the consulting session with the students

- After each consulting session a consulting report will be filled-up accordingly for next consulting review purpose
- During the consulting period the students will be observed under the below few points. (behaviour/ manner/ conduct/ appearances)
- If the student still does not have any improvement after the consulting period, he/she will be dealt with according to the school rules if he/she repeats the offence again.

3.4. Verbal Warning & Warning Letters

Student will be issuing warning letters as per following ground.

- Verbal warning letter** is a letter which indicate a verbal warning given to those whose attendance are lesser than 90% (International students)/ 75% (Local students) for no valid reason for the first time.
- The First warning letter** is a letter which is a written warning given to those whose attendance are lesser than 90% (International students)/ 75% (Local students) for no valid reason for the second time.
- The Second warning letter** is a letter which is a written warning given to those whose attendance are lesser than 90% (International students)/ 75% (Local students) for no valid reason for the third time.
- The Third warning letter** is a letter which is a written warning given to those whose attendance are lesser than 90% (International students)/ 75% (Local students) for no valid reason for the fourth time.
- After issuing the 3rd written warning letter. An **expulsion letter** will be issued to the student on the same month.
- Student will be given **7 working days** to submit his/her appealing letter in which an appeal fee will be charge accordingly. (subject to management approval)
- If student's appeal is accepted, he/she will need to sign on a guarantee letter to ensure/promise that such action/behaviour will not occur again.

(viii) If student's appeal is not successful, the College management will inform student the appeal result/outcome within time frame.

3.5. Expulsion of Students

- Student is subject to immediate expulsion for serious misconduct and/or any breach of the School's rules and regulations. The School reserves the rights to expel any student who has not made any payment OR exceed payment deadline more than 1 month stated in student contract. Student does not attend classes for more than seven (7) consecutive school days without any valid reason. Student receiving 3 written warning letters from school for violation of school rules. The expelled student must pay the outstanding course fees.
- Foreign students holding the Student Pass must observe the rules and regulations set by ICA. Any breach of the rules may result in the rejection of Student Pass Application or cancellation of Student Pass.

7 days consecutive absence

Student who fails to attend class for a continuous period of 7 days or more without a valid reason, he/she will be expelled from school.

3.6. Your timetable

The class timing is from 9.00 am to 6.00 pm, from Monday to Friday. Each module may have different class schedule. Please get the timetable from the Student Service Center before the semester commences.

3.7. Feedback on your assessments

Assessment feedback is a critical part of your learning experience and supports successful achievement on your course. Feedback can be:

- formative – it provides you with feedback on progress of your work. The work may or may not contribute to the overall module grade.
- summative – it provides comments in respect of your performance in relation to intended learning outcomes and requirements for a piece of assessment.

During your course you will probably receive feedback in a number of ways:

- in teaching sessions to the whole class or to you individually;
- orally or in writing;
- written using a feedback sheet on your work;
- during the module and/or at the end of it.

You are entitled to receive feedback on all assessments, normally within 15 working days of submission. For assignments submitted during the module – especially where feedback can be delivered within timetabled class sessions - the teacher will help you to understand how to improve future submissions. For end-of-module assignments feedback may be given on-line but you can request a meeting with your teacher to help you understand why he/she have awarded the grades you received.

SECTION 4: YOUR VOICE WILL BE HEARD

In order to better serve the community, the management and the team look for opportunities to improve our Business programmes and service quality of Stanford Academy. The School has put in place an open communication system to collect the feedback from the students. The management and the administrator of each business course are always available to discuss issues relating to the inconveniences, the service and the course. The students can make their views known to the management. All the feedback from the students is taken as positive step towards improving the quality of the service and maintaining and enhancing the quality of course delivery. The School values the students' feedback and will make every effort to investigate their suggestions and complaints. Their input will be carefully considered,

and changes will be implemented to enhance the school's service level to meet the customers' expectations.

Have your say

The School is committed to giving the students the opportunity to let the School know how things work and where they need improvement. The School runs a regular Student Evaluation and Feedback form, which they are asked to complete; their responses inform future planning needs.

4.1. Resolution of Complaints

The School assures the quality customer service and the quality training. Any student who has grievance or complaint can lodge the matter to our administration office for proper attention. An immediate acknowledgement will be processed.

Students are advised to immediately contact the management and respective administrator who will listen, assist in making decisions, and help to facilitate a prudent and responsible course of action within 21 days. The management and administrative staff are available in such cases



Courses offered under Business Management Faculty:

- Foundation Diploma for Higher Education (FDHE) (E-Learning)
- Foundation Diploma for Higher Education (FDHE)

- Diploma in Business Management (DBM) (E-Learning)
- Diploma in Business Management (DBM)

- Advanced Diploma in Business Management (ADB) (E- Learning)
- Advanced Diploma in Business Management (ADB)

MODULES' SYNOPSIS AND OUTCOMES

FOUNDATION DIPLOMA FOR HIGHER EDUCATION (FDHE) / FOUNDATION DIPLOMA FOR HIGHER EDUCATION (FDHE) (E-LEARNING)

Course Modules Synopsis:

1. Fundamentals of Customer Relationship (FCR)

- The aim of this module is to give learners a comprehensive understanding on the concept of Customer Relationship Management (CRM), various terms used in CRM, the key components that make up the CRM infrastructure; how Customer Life Time Value and RFM Analysis can be useful tools in the field of CRM, how organisation's plan for implementation of a CRM program and the various customer touch-points in the practice of CRM.

At the end of this module, students will:

- Understand how customer service can contribute in achieving organizational objectives
- Know how to provide a satisfying service that meets the customers' needs
- Understand the factors that contributes to a excellent relationship with customers
- Understand the problems faced in customer relationship
- Know how to handle and generate solutions for different types of customer-related problems effectively

2. Introduction to Hospitality (IH)

- The aim of this module is to give learners a comprehensive understanding on the concept of Hospitality Industry, a clear understanding of various characteristics which will affect the industry, an appreciation of the importance and key components of service as well as equip students with useful skills which are necessary to become valuable players in the Hospitality Industry.

At the end of this module, students will:

- Have an overview of the hospitality industry
- Understand the characteristics and factors that will affect the industry
- Understand the importance of service
- Be equipped with fundamental skills required to excel in the industry

3. Fundamentals of Business Management (FBM)

- The aim of this module is to give learners a comprehensive understanding on the nature of businesses and the importance of business management, an appreciation and the role stakeholders play in the business environment as well as a clearer insight of various roles in the business organisations.

At the end of this module, students will:

- Understand the nature and purpose of businesses and the resources required
- Understand the importance of business management
- Understand the basics of managing a business and its structure
- Know the business objectives and the perspectives of stakeholders
- Understand the major roles in business organisations
- Be equipped with basic management skills

4. Academic Presentation Skills (APS)

-The aim of this module is to give learners a comprehensive understanding on the basic presentation skills. The topics that will be covered include an overview of the Public Speaking process, an appreciation of how to present ideas in a clear way, an understanding of various presentation techniques, as well as the elements and visual aids needed for an excellent presentation.

At the end of this module, students will:

- Understand the significance of Public Speaking.

- Be equipped with formal figure of speeches that can be used in presentations
- Know how to present their ideas and speak clearly and formally
- Understand the various presentations' techniques.
- Understand the things required for an excellent presentation such as effective application of visual aids
- Know how to use Microsoft Word and PowerPoint confidently

5. Fundamentals to Business Communication (FBC)

- The aim of this module is to give learners a comprehensive understanding on the Business English skills necessary to communicate effectively in the fields of business organisations, business transactions, legal issues, human resources management and marketing. Topics such as writing technical reports, verbal communication, presentation techniques and personal delivery will be covered and trained in a computerised environment. The course will introduce students to commonly used writing and presentation software.

At the end of this module, students will:

- Be equipped with professional vocabulary that can be used for communication
- Be able to be aware of their values, dispositions and communication style through their personal and professional communication
- Be able to understand preparation of memo, letters and email strategies in their communications with global audience.
- Overall be more confident in communicating professionally

ASSESSMENT GUIDE FOR FDHE & FDHE (E-LEARNING) COURSES

IMPORTANT NOTE:

YOUR FINAL GRADE WILL BE DETERMINED BY THE SUCCESSFUL COMPLETION OF ALL THE LEARNING REQUIREMENTS. FAILURE TO MEET THESE ASSESSMENT CRITERIA MAY RESULT IN A 'FAIL' GRADE.

ASSESSMENT STRUCTURE

	ASSESSMENT CRITERIA	Weightage %
1.	Final Examination / Assignment (E-Learning)	60%
2.	Class Test (in the form of Presentation, or Classroom Practical, or MCQ test, or Role Play)	20%
3.	Participation	10%
4.	Professional Behaviour	10%
	Total	100%

PARTICIPATION CRITERIA

	ASSESSMENT CRITERIA	Weightage %
1.	Homework Submission / Class Work / Course Work	0 1 2
2.	Active Participation during Lessons	0 2 4
3.	Group Activities / Paying Attention	0 1 2
4.	Leadership Skills / Initiative	0 1 2
	Total	10

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	Questions	Marks
Section A	10 Definition Questions	20
Section B	5 Multiple Choice Questions	10
Section C	5 Essay Questions	30
Total Marks		60

PROFESSIONAL BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %
1.	Punctuality	0 1 2
2.	Attitude	0 2 4
3.	Wearing appropriate dress code	0 2 4
	Total	10

DIPLOMA IN BUSINESS MANAGEMENT (DBM) / DIPLOMA IN BUSINESS MANAGEMENT (DBM) (E-LEARNING)

Course Modules Synopsis:

1. The Business Environment (BE)

- The aim of this module is to give students the fundamental knowledge of a range of business organisation. It also aims to develop learner knowledge of the range of human, physical, technological and financial resources required in an organisation, and how the management of these resources can impact on business performance.

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

- Understand the significance of the environment on business activity.
- Understand the structure and organisation of business.
- Understand the impact of macro-economic environment on business.
- Understand the influence of the global economy on business.

2. Financial Accounting (FA)

- This module is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organisations.

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

- Understand the framework of financial accounting.
- Know how to analyse and interpret financial statements for a range of users
- Understand the capital structure and gearing of a business.
- Know how to prepare and present consolidated financial statements in accordance with IGAAP.

3. Organisational Behaviour (OB)

- The aim of this module is to provide students with knowledge of different levels of behaviour established in the workplace in order that they develop a better understanding of the role of the manager in a contemporary organisation. In addition the module aims to develop the student with sufficient knowledge to be able to recognize the influence from a range of employee attitudes and behaviour on organizational outcomes.

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

- Understand the importance of organisational behaviour in successfully managing a dynamic environment.
- Understand the nature of conflict and various approaches to securing conflict resolution.
- Understand formal and informal communication processes and networks, and examine the potential barriers to effective communications.
- Understand the nature, skill, significance and effectiveness of groups in organisations.

4. Human Resource Management (HRM)

- The aim of this course is to enable students 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.

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

- Understand the importance of a professional approach to HRM as an essential means for optimising the performance and commitment of an organisation's employees.
- Understand the roles of effective and efficient people resourcing in securing a workforce with the requisite knowledge, skills and attitudes, enabling them to contribute to organisational goals.
- Understand the theory and practice related to the full range of HRM functions.

5. Marketing Policy, Planning and Communication (MPPC)

- The aim of this course is to equip students with the fundamental understanding of service quality and business communication through the various real-life case studies. Students will appreciate the methodologies taught in class in analyzing case studies and learn the industrial best practices in placed.

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

- Understand consumer and organizational buyer behaviour and the main influences at individual, household and organizational level.
- Understand the macro and micro environmental factors affecting marketing decisions and how to conduct environmental scanning and external audits.
- Know how to formulate and evaluate marketing plans at domestic and international levels.
- Understand the creative nature of marketing and know how to evaluate the role and value of marketing in a variety of business contexts.

6. Principles of Business Law (PBL)

- The aim of Principles of Business Law module is to enable students with an understanding of the basic features of the Singapore Legal System. This is followed by an introduction to the basic principles of contract law. There will be coverage of areas of law directly relevant to business such as the law of tort and agency. The legal aspects of business organisations will also be emphasised.

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

- Understand the main sources and types of law.
- Understand the different types of business organisation.
- Understand the essential elements of a contract.
- Understand the law on discharge and breach of a contract.

7. Managing the Customer Relationship (MCR)

- The aim of Managing the Customer Relationship module is to develop an understanding of student with regards to customer service in the field of Business Management. Students will be learning about different types of communication techniques, listening hurdles and verbal, non-verbal ways to communicate with customers. This module also emphasizes on the importance of customer's feedback and opinion which make company a better service provider.

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

- Understand the contribution Customer service makes to achieving organizational objectives.
- Know how to improve customer service performance in an organisation.
- Know how to manage the customer interface.
- Know how to improve customer service levels in specific contextual settings.
- Understand the role and impact of front-line staff in the delivery of customer service.

ASSESSMENT GUIDE FOR DBM & DBM (E-LEARNING) COURSES

IMPORTANT NOTE:

YOUR FINAL GRADE WILL BE DETERMINED BY THE SUCCESSFUL COMPLETION OF ALL THE LEARNING REQUIREMENTS. FAILURE TO MEET THESE ASSESSMENT CRITERIA MAY RESULT IN A 'FAIL' GRADE.

ASSESSMENT STRUCTURE

	ASSESSMENT CRITERIA	Weightage %
1.	Final Examination / Assignment (E-Learning)	60%
2.	Class Test (in the form of Presentation, or Classroom Practical, or MCQ test, or Role Play)	20%
3.	Participation	10%
4.	Professional Behaviour	10%
	Total	100%

PARTICIPATION CRITERIA

	ASSESSMENT CRITERIA	Weightage %
1.	Homework Submission / Class Work / Course Work	0 1 2
2.	Active Participation during Lessons	0 2 4
3.	Group Activities / Paying Attention	0 1 2
4.	Leadership Skills / Initiative	0 1 2
	Total	10

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	Questions	Marks
Section A	10 Definition Questions	20
Section B	5 Short-essay Questions	15
Section C	5 Essay Questions	25
Total Marks		60

PROFESSIONAL BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %
1.	Punctuality	0 1 2
2.	Attitude	0 2 4
3.	Wearing appropriate dress code	0 2 4
	Total	10

ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (ADBМ) / ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (ADBМ) (E- LEARNING)

Course Modules Synopsis:

1. Corporate Strategy and Planning (CSP)

- The aim of corporate strategy and planning module is to equip the students with the frameworks, tools and concepts that they would need to understand strategy formulation and implementation. Students will learn how to manage the firm's competitive position and development, in order to ensure its long-term survival. It is also designed to enhance their capacity to do the job of a general manager responsible for strategic decisions.

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

- Know how to critically assess the nature, scope and need for corporate strategic planning.
- Be able to identify and critically assess strategic options and decisions and decide between them.
- Be able to critically assess the issues in and approaches to implementing strategies and measuring and controlling corporate strategic performance.

2. Managing in Organisations (MO)

- The module aims to provide students with the knowledge and skills to assess and integrate the key concepts of related to the management of information in organizations and management of information systems. Students will address management issues related to a range of technological systems (from large enterprise wide systems through to personal information management systems). A key objective of the module is to explore the application of theory and concepts in practice. Key learning is developed through case study work and the provision of guest lectures by the industry experts.

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

- Be able to compare and evaluate alternative approaches to organisation theory.
- Understand the key elements in organisation structure and design.
- Understand managerial processes within an organizational context.
- Understand the processes of organizational change and organizational development.

3. Strategic Marketing Management (SMM)

- The module is designed to enable you to develop an appreciation of the role of marketing and the management of marketing functions in the modern organization. The module helps students to understand the challenges of marketing management in manufacturing and service industries: analyzing marketing environments; evaluating strategic alternatives and designing and implementing marketing programmes involving decisions about products/services, pricing, distribution and promotion.

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

- Understand the broad concepts and processes of strategic development and marketing planning and the associated theoretical models and frameworks.
- Understand the importance of strategic marketing analysis and research and how today global, dynamic is, and highly competitive business environment influences the process of strategic development and marketing planning.
- Understand how to implement measure and control strategic marketing plans.
- Understand how strategic marketing can be applied to a range of business contexts including the small to medium-sized sector.
- Understand the impact that technological advances have on strategic marketing and be able to incorporate such advances into strategic marketing plans.

4. Strategic Human Resource Management (SHRM)

- This module aims to give students the tools to explore the changing context and process of human resource management and development within contemporary work organisations by

introducing models of strategic HRM and the potential and actual connection between HRM and performance.

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

- Understand the design, monitoring and evaluation of a HR strategy.
- Understand the strategies for people resourcing.
- Understand the strategies for learning and development within organisations.
- Understand the strategies for employee relations.
- Understand the strategies for performance management and reward.

5. Project Management (PM)

- This module helps students understand the theories and processes of project management, the role the project manager, project team and champions play, and the range, scope and complexity of modern projects.

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

- Be able to initiate the preliminary stage of a project.
- Be able to analyse the project work content and associated risks in order to obtain estimates and tenders.
- Be able to create a detailed project plan.
- Understand how the progress of a project can be monitored and controlled.
- Know how to organize a suitable team structure for the project personnel and devise strategies for leading them effectively.
- Understand the management of quality and change within a project.

6. International Business Case Study (IBCS)

- The aim of this module is to enable students to demonstrate an understanding of the concept of international business management in a global marketplace and the major sectors of the international business environment. Students will gain the skills to identify effects of

globalization on industry and international management challenges, opportunities and barriers, as well as strategies.

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

- Understand the International Business environment facing global operators.
- Understand how to evaluate the implementation of a strategic business plan.
- Understand the importance of leadership with International Business context.

ASSESSMENT GUIDE FOR ADBM & ADBM (E-LEARNING) COURSES

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ASSESSMENT STRUCTURE

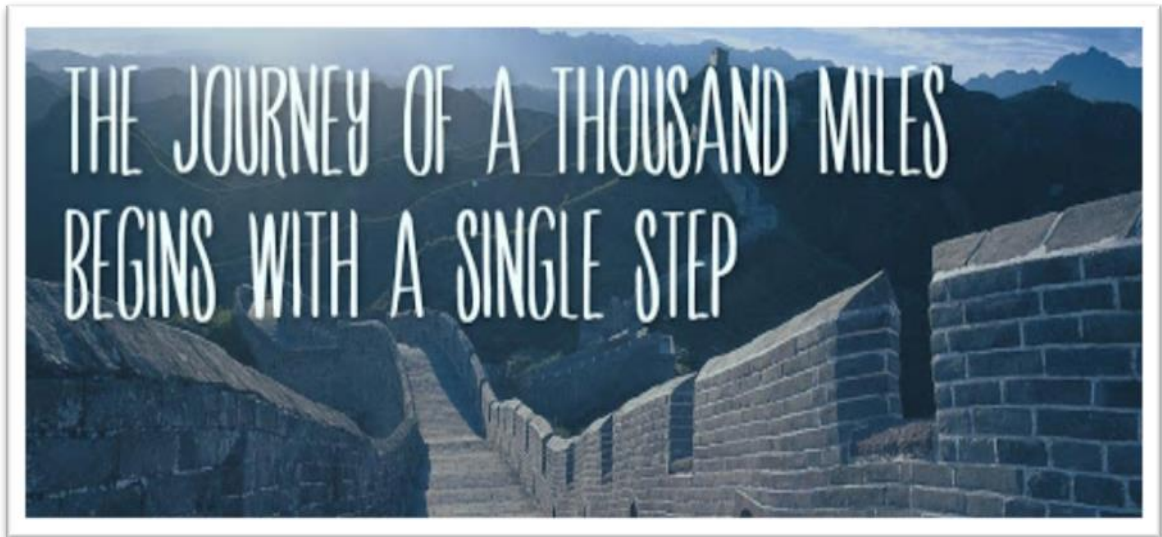
	ASSESSMENT CRITERIA	Weightage %
1.	Final Examination / Assignment (E-Learning)	60%
2.	Class Test (in the form of Presentation, or MCQ test)	20%
3.	Reflective Writing	10%
4.	Professional Behaviour	10%
	Total	100%

PROFESSIONAL BEHAVIOUR

	ASSESSMENT CRITERIA	Weightage %
1.	Punctuality	0 1 2
2.	Attitude	0 2 4
3.	Wearing appropriate dress code	0 2 4
	Total	10

ASSESSMENT STRUCTURE

EXAMINATION STRUCTURE		
Sections	Questions	Marks
Section A	10 Short Questions	20
Section B	5 Short Questions	15
Section C	5 Long Questions	15
Section D	1 Essay Question	10
Total Marks		60



**You have just taken your first single step
by reading this Business Management Programme's handbook.**

Good luck with your journey!