Module Synopsis
Diploma in Business Practice (Business Management)

MC 1:	Modular Certificate in Business Fundamentals	(180 hours)
1.	**BA8600 Applied Marketing Fundamentals**	**(60 hours)**

This module provides a foundational understanding of digital marketing, focusing on core concepts such as the digital marketing environment, and targeting techniques. Participants will explore digital strategies for managing the marketing mix (Product, Price, Place, and Promotion) in a digital context. By the end of the module, participants will be able to create a simple marketing plan for products or services.

2.	**BA8601 Business Economics & Statistics**	**(60 hours)**

This module introduces participants to foundational economic principles and key statistical techniques used in business analysis. Participants will explore core economic concepts such as supply and demand, market structures, and the influence of government policies on business environments.

In parallel, they will apply statistical tools, such as data summarisation, probability, basic distributions, sampling methods, and introductory hypothesis testing to interpret economic data and trends. By working with real-world scenarios, learners will see the direct relevance of these tools in deepening their economic understanding and supporting data-informed decisions in workplace contexts.

3.	**LC9703 Life by Design (LYD): Purposeful Communication, Meaningful Careers**	**(60 hours)**

This course empowers learners to take charge of their future by building essential skills for effective communication and intentional career planning. Learners will learn to write, speak, and listen with clarity and impact, while mastering the art of networking, both in person and online through platforms like LinkedIn.

Through the Design Your Life framework, learners will gain tools to explore their interests and values, prototype career possibilities, and receive personalised mentoring to move from reflection to action. They will also discover how to use AI tools to boost their productivity, enhance their communication, and support lifelong learning.

Whether they are seeking to be more effective at the workplace, preparing for job applications, or navigating career transitions, this course provides learners with the tools to communicate with impact and design a purposeful and future-ready career.

Module Synopsis
Diploma in Business Practice (Business Management)

MC 2:	Modular Certificate in Business Essentials	(225 hours)
1.	**BA8602 Fundamentals of Accounting & Finance**	**(60 hours)**
	This module introduces participants to the fundamental principles of accounting and finance, focusing on the preparation of accounting records and financial statements for businesses. Participants will learn to apply accounting principles and concepts in a simple company context to prepare financial statements. The module also covers the purpose of financial information, the role of finance functions in supporting business operations, and various sources and methods of financing for businesses. By the end of the module, participants will be able to analyse financial data and apply accounting concepts to real-world business scenarios.	
2.	**MS1571 Fundamentals of Data Analysis & Automation for Business**	**(60 hours)**
	This module is designed to introduce the essential features in Spreadsheet to support data analysis and automation for business applications. Participants can use these skills to construct business models and automation workflows for various industries. It will impart the necessary skills to analyse worksheet data and apply fundamental data analysis and automation techniques to improve productivity and streamline their day-to-day operational work. Equipped with these fundamentals, participants will be able to apply these skills to construct business models and automation workflows for today's fast changing business environment.	
3.	**BA8604 Human Capital Management**	**(60 hours)**
	This 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. Organisational management attributes include planning, organising, leading and controlling.	
4.	**BA8605 Introduction to Emotional Intelligence**	**(45 hours)**
	This module introduces participants to the fundamentals of emotional intelligence using Daniel Goleman's five-competences framework, which includes self-awareness, self-regulation, motivation, empathy, and social skills. Emphasising personal resilience and self-management, participants will learn to recognise and manage their emotions, respond constructively to stress, and build positive relationships in the workplace. By the end of the module, they will be able to apply emotional intelligence strategies to navigate challenges, support team dynamics, and foster personal and professional growth. This module will adopt a mostly on-line delivery mode to offer working adults greater flexibility and to support guided self-reflection through digital journaling, scenario-based activities, and interactive discussions paced to suit their	

work and learning needs.

Specialisation Set A (MC 3A & MC 4A) *

MC 3A:	Certificate in Accounting & Analytics	(180 hours)
1.	BA8608 Accounting Analytics & Gen AI Applications	(60 hours)

This module introduces the essential concepts of data visualisation and Generative AI techniques tailored for accounting and business decision-making. Participants will learn foundational principles of data visualisation using Power BI, developing practical skills to interpret and visualise data through charts, graphs, and dashboards. The module emphasises using these visual tools to present data insights effectively. Additionally, participants will explore the fundamental concepts of Generative AI and its applications in accounting. By the end of this module, participants will be equipped to leverage Power BI and Generative AI tools to deliver data-driven insights and innovative solutions in the business and financial contexts.

2.	BA8609 Business Accounting & Analysis	(60 hours)

This module aims to equip the participant to understand the book-keeping process, internal controls as well as accounting principles and concepts relating to specific transactions and business activities. He will also learn how to analyse financial data to drawn insights on a company's financial performance and position.

3.	BA8610 Management Accounting	(60 hours)

This module aims to provide participants with an understanding and application of important financial information for the analysis and management of a business. At the end of this module, participants will be able to understand the basic mechanics of a cost accounting system and how to account for the costs of production for price setting. The participant will be able to understand the different budgeting methods and to prepare the budgets. They will be able to explain the key features of effective performance analysis, establish suitable performance evaluation and apply the concept of cost volume profit analysis. The participants will gain knowledge to understand and apply relevant costing information used in management decision-making and analysis.

MC 4A:	**Certificate in Talent Management & Sustainability**	**(180 hours)**
1.	**BA8618 Learning & Talent Development**	**(60 hours)**
	This module provides participants with knowledge of training and development issues. Participants will be exposed to the fundamentals of design, development, implementation and evaluation of training programmes. Topics such as training needs analysis, training design and its constraints, training methods and audio-visual aids, and the development of an effective training programme will be covered.	
2.	**BA8619 Rewards & Performance Management**	**(60 hours)**
	This module introduces participants to compensation and its objectives, compensation design & pay structure, job evaluations, linking pay & performance, salary surveys, employee benefits & services and pay administration. It provides participants with an understanding of the importance of performance management in an organisation, including knowledge on the process, as well as methods for assessing and managing performance. Participants will understand their coaching style and develop skills in handling performance management conversations.	
3.	**BA8620 Talent Attraction & Sustainability**	**(60 hours)**
	This module provides participants with an understanding of the talent attraction function within organisations. It also explores how organisations can implement sustainable human resource practices, in alignment with their corporate and ESG goals. Participants will pick up knowledge and skills in the sourcing, acquiring and onboarding of qualified talent into the organisation.	

Specialisation Set B (MC 3B & MC 4B) *

MC 3B:	**Certificate in Digital Marketing & Analytics**	**(180 hours)**
1.	**BA8622 Digital Content Development**	**(60 hours)**
	This module introduces participants to the basics of creating engaging online content for businesses. They will learn how to write clear and persuasive messages for digital media, design banners and email campaigns, and use visuals effectively. The module also covers how to attract customers using strong images, videos, and live streaming. Participants will explore social commerce strategies and create a simple digital campaign site to put their learning into practice. By the end of the module, they will understand how to develop digital content that captures attention and drives engagement.	
2.	**BA8623 Essentials of Digital Marketing**	**(60 hours)**

This module introduces participants to the key concepts and tools used in online marketing. They will learn how businesses use digital channels like social media, websites, and online ads to reach customers. The module covers basic strategies for understanding a brand, identifying target audiences, and choosing the right digital platforms. Participants will also explore how to set simple marketing goals, track results, and improve campaigns based on data. By the end of the module, they will have a practical understanding of how digital marketing helps businesses connect with customers effectively.

3.	**BA8624**	**Marketing Analytics**	**(60 hours)**

This module introduces participants to the basics of using data to make better marketing decisions. Participants will learn how to analyse customer trends, measure the success of marketing campaigns, and understand key digital marketing metrics. They will also explore simple tools to interpret data and improve marketing strategies. This module helps participants apply data insights to real-world business situations, making marketing more effective.

MC 4B:		**Certificate in Digital Business & Innovation**	**(180 hours)**
1.	**BA8625**	**Enterprise Process & Digitalisation**	**(60 hours)**

This module introduces enterprise processes and digitalisation through ERP systems. Participants develop skills in process mapping and explore how digitalisation enhances business operations. Key topics include ERP applications in sales, purchasing, and inventory management, with a focus on digital transformation's impact on business performance. Learning outcomes include analysing business processes, understanding ERP concepts, and gaining hands-on experience with ERP software such as Sage 300 (or equivalent). The module combines lectures with lab sessions, equipping participants with practical skills in ERP systems and business process mapping using tools such as Microsoft Visio (or equivalent). This prepares participants for roles in digitally driven business environments.

2.	**BA8626**	**Essentials of Digital Business & Innovation**	**(60 hours)**

This module lets participants learn about value creation and market expansion, evaluate digital business opportunities, leveraging innovative techniques to identify emerging trends and potential market niches. Through a strategic lens, they will learn to assess and evaluate digital business opportunities, analyse emerging digital business models.

3.	**BA8627**	**Next-Gen Business Strategies**	**(60 hours)**

This module will explore digital transformation strategies, equipping learners with the tools to adapt and thrive in an ever-evolving digital landscape. Participants will learn about emerging technologies such as AI, gaining insights into their impact on various aspects of businesses. Participants will gain an understanding of optimising customer management processes, designing conversion funnels, implementing loyalty programs and deploying retention techniques.

MC 5	**Certificate in Business Strategy**	**(135 hours)**
1.	**BA8606 Integrated Business Project**	**(135 hours)**

This capstone module allows participants to apply theoretical knowledge to real-world business challenges, integrating learning from previous modules. Participants will undertake a comprehensive industry project, which includes project scoping, management, and delivery. Assignment such as proposals, presentations, reflection journals, and recommendation reports will be used to evaluate progress. Participants will develop planning, analytical, and reflective skills while addressing real-world scenarios. Regular feedback and check-ins with company mentors and lecturers will support project development. By the end of the module, participants will demonstrate their ability to oversee industry projects, analyse data, and present actionable recommendations to improve business performance and outcomes. There will also be opportunities for external career guidance and mentoring in this module.

*** Specialisation Set A - Accounting & Analytics and Talent Management & Sustainability:**

- MC 3A: Modular Certificate in Accounting & Analytics (180 hours)
- MC 4A: Modular Certificate in Talent Management & Sustainability (180 hours)

*** Specialisation Set B - Digital Marketing & Analytics and Digital Business & Innovation:**

- MC 3B: Modular Certificate in Digital Marketing & Analytics (180 hours)
- MC 4B: Modular Certificate in Digital Business & Innovation (180 hours)

* Students are to choose either Specialisation Set A or Set B during course registration