Module Synopsis

Work-Study Certificates leading to 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.	

MC 5:	Modular Certificate in Business Strategy	(180 hours)
1.	**BA8607 Integrated Business Project (Workplace Learning)**	**(180 hours)**
	This practicum 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. The OJT component will comprise 150 hours. Learners will be supported through a blend of in-person sessions, synchronous online lessons, and asynchronous learning materials. In-person sessions will be used for mentoring workshops, assessments, and guided project discussions.

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