Module Synopsis
Diploma in Business Practice (Human Capital)

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. Students will explore digital strategies for managing the marketing mix (Product, Price, Place, and Promotion) in a digital context. By the end of the module, students 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.

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MC 2:	Modular Certificate in Business Essentials	(225 hours)

1.	BA8602	Fundamentals of Accounting & Finance	(60 hours)

This module introduces students to the fundamental principles of accounting and finance, focusing on the preparation of accounting records and financial statements for businesses. Students 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, students 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. Students 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, students 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 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. 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.

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MC 3:	Modular Certificate in Talent Engagement & Analytics	(180 hours)
1.	**BA8615 Employment Law**	**(60 hours)**

This module provides students with a comprehensive understanding of employment law in Singapore, focusing on the rights, duties, and legal obligations of both employers and employees. It explores the core aspects of the Employment Act, as well as other relevant legislation governing workplace practices, employee benefits, dispute resolution, and workplace protection in Singapore. The module also highlights practical considerations in managing employment relationships within the context of local labour laws.

2.	**BA8616 Employee Engagement & Relations**	**(60 hours)**

This module provides students with an understanding of the current industrial relations climate, the tripartite system, employee engagement and involvement, industrial relations negotiation process, issues and problems encountered by management in dealing with their employees and/or unions.

3.	**BA8617 HR Technology & Analytics**	**(60 hours)**

This module provides students with a comprehensive foundation in HR technology and analytics, equipping them with the skills to leverage digital tools and data for strategic HR management. Students will explore Human Resource Information Systems, HR Analytics, and Generative AI in HR, gaining hands-on experience with platforms like Microsoft Power BI, ChatGPT, and various HR information systems. By the end of this module, students will be able to critically evaluate HR technologies, implement data-driven HR strategies, and assess the impact of AI on workforce management, preparing them to navigate the future of HR in a digital-first world.

MC 4:	Modular Certificate in Talent Management & Sustainability	(180 hours)
1.	**BA8618 Learning & Talent Development**	**(60 hours)**

This module provides students with knowledge of training and development issues. Students 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 students to compensation and its objectives, compensation design & pay structure, job evaluations, linking pay & performance, salary surveys, employee benefits & services and pay administration. It provides students 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. Students will understand their coaching style and develop skills in handling performance management conversations.

3.	**BA8620**	**Talent Attraction & Sustainability**	**(60 hours)**

This module provides students 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. Students will pick up knowledge and skills in the sourcing, acquiring and onboarding of qualified talent into the organisation.

MC 5:		**Modular Certificate in Applied HR Practices**	**(135 hours)**
1.	**BA8621**	**Integrated Human Resource Project**	**(135 hours)**

This module provides students with the opportunity to apply the knowledge and skills acquired throughout their course in a practical, human resource–focused context. Using the Act-Reflect-Transform (A.R.T.) framework, the module emphasises the active application of HR concepts, reflective practice, and the transformation of learning into actionable strategies. Students will focus on selected HR topics—such as talent management, employee engagement, workforce planning, or organisational development—and apply these to address real-world challenges in their professional or industry settings. Grounded in andragogical principles, the module supports the unique needs of adult learners by fostering a self-directed, experiential, and collaborative learning environment aimed at driving meaningful improvements in human capital practices.