



KINGSTON
International College

**DIPLOMA IN BUSINESS
AND SALES MANAGEMENT
(E-LEARNING)**
Course Handbook

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Course Objective

The Diploma in Business and Sales Management (E-Learning) is particularly designed to equip learners with the knowledge to flourish in the business and sales management industry at the managerial level. This course covers the skills and knowledge required to manage a business. Learners are required to demonstrate interpersonal, self-study and research and presentation skills throughout the qualification.

Course Outcome

The course combines practical career-based elements with several essential underpinning management disciplines that will be invaluable as the individual's career progresses. The course is therefore an ideal preparation for immediate employment in the sector.

The aims are to provide a qualification that:

- Provide learners with the knowledge and skills that will enable them to progress to Advanced Diploma in business related studies;
- Provide learners with the necessary theoretical and practical knowledge of business at the Diploma level and
- Lay the foundation for future professional development

Course Structure

- **Duration of Study and Contact Hours:**
6 months (Full-time) 3 hours per day, 5 days a week
Total Hours: 360 hours
- **Modules:**
Five (5) Modules
 - Business Management
 - Marketing and Sales Management
 - Financial Management in Business
 - Effective Business Communication
 - Staff Etiquette and Professional Image
- **Mode of Teaching:**
Online Delivery via
 - Lecture Sessions
 - Tutorial Sessions
 - Class Discussion
 - E-Learning Applications
- **Teacher to Student Ratio:**
1:90
- **Medium of Instruction:**
English

Course Modules and Outline

1) BUSINESS MANAGEMENT

The module focuses on the different management functions of business organizations in the business environment. It describes how managers should manage resources and activities in such a way that organizations can operate their business in a profitable manner.

2) MARKETING AND SALES MANAGEMENT

This module aims to develop learners' knowledge on marketing and sales skills in the business industry. Learners will also learn about marketing mix components and explain the environmental factors which influence consumer and organizational decision-making processes.

3) FINANCIAL MANAGEMENT IN BUSINESS

The module introduces learners to the concepts of financial accounting and accounting skills required for preparation and analysis of financial statements. Learners will also learn about the operation of a business in terms of the elements of costs.

4) EFFECTIVE BUSINESS COMMUNICATION

This module focuses on the effective communication in business. It includes a review of business letters, formal and informal reports, and oral presentation. Learners will also learn about different communication methods and barriers of communication.

5) STAFF ETIQUETTE AND PROFESSIONAL IMAGE

This module focuses on the staff etiquette and professional image. Learners will learn about personal hygiene and how to maintain a good personal grooming at the workplace.

Graduation Requirements

Students will be awarded the Diploma in Business and Sales Management (E-Learning) if they achieve at least a Pass grade in all 5 modules of the course and has a minimum of 90% of attendance rate for the whole duration of the course.

Students who successfully completed the Diploma in Business and Sales Management (E-Learning) can progress onto the Advanced Diploma qualifications in business management related studies.

Admission Requirements

Age Requirement:

Minimum 18 years of age

Language Requirements:

Minimum C6 in English Language for GCE 'O' Level or regional equivalent

Academic Requirements:

Minimum 3 GCE O Level credits (minimum C6 in any 3 subjects) or NITEC (in any field) or Certificate in Business Management or regional equivalent

Mature Candidates:

- Are 30 years and above at the time of registration; and
- Have at least 8 years of verifiable working experience; and
- Provide a detailed resume with contact details of past and present employers

All applicants are subjected to the College's assessment of eligibility for entry into the programme.

Required Documents

1. Application Form
2. Passport Photocopy of Applicant
3. Certified Copy of Highest Qualification Certificates and Transcripts
4. 2 Passport Size Photograph
5. CV (For Mature Candidates)

Course Fees

Course Fees	Price (SGD\$) (With GST, if any)
Tuition Fees	1,900
Examination Fees	500
Course Material Fees	250
College Administration Fee	100
Fee Protection Scheme	100
Total Course Fees Payable	2,850

Miscellaneous Fees	Price (SGD\$) (With GST, if any)
College Application Fees (Non-refundable)	300
Re-Mark Examination Fee / Certificate Reprint	150
Re-Examination Fee / Late Entry Exam Fee (per module)	100
Late Payment Fee (per month)	50
Physical Certificate and Courier fee	65

Course Assessment

- **Modes for Assessment:**

The students will be assessed through the following component:

- 1) Written Examination

Module Code	Module Title	Assessment Mode	Frequency	Weightage
BM	Business Management	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
MSM	Marketing and Sales Management	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
FMB	Financial Management in Business	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
EBC	Effective Business Communication	Written Examination	1	100%
Total				100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
SEPI	Staff Etiquette and Professional Image	Written Examination	1	100%
Total				100%

- **Overall Grade Structure for each module:**

High Distinction	Distinction	Merit	Pass	Fail
90 – 100%	80 – 89%	60 – 79%	50 – 59%	Below 50%

- **Assessment Schedule**

Module	Duration	Assessment Schedule
BM	Weeks 1 – 5	Week 5 – Written Examination
MSM	Weeks 1 – 5	Week 5 – Written Examination
FMB	Weeks 1 – 5	Week 5 – Written Examination
EBC	Weeks 1 – 5	Week 5 – Written Examination
SEPI	Weeks 1 – 4	Week 4 – Written Examination

Note:

Actual dates of the assessments may vary to better fit students' learning progress. Students will be informed by the class lecturer if there are changes.