



**KINGSTON**  
International College

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

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## Course Objective

The Postgraduate Diploma in Business Management (E-Learning) is particularly designed to focus on the development of knowledge, skills and understanding in the key aspects of business and management. It is offered with the main objective to provide the students the higher-level perspective on issues of business and management. It covers skills development through practical applications and a much deeper analysis and evaluation of the theoretical foundations of business management.

## Course Outcome

The Postgraduate Diploma in Business Management (E-Learning) prepares learners to be immediate contributors in a business environment. Learners who have successfully completed the course will be able to process and understand the various concerns of business management such as human resource management, organisational behaviour, strategic marketing, quantitative methods, economics, law, accounting and project management.

The overall outcomes of Postgraduate Diploma in Business Management (E-Learning) are as follows:

- To provide students with the knowledge and skills that will enable them to progress to other business management related studies;
- To provide students with the necessary theoretical and practical knowledge of business at the management level;
- To lay the foundation for future professional development.

## Course Structure

- **Duration of Study and Contact Hours:**  
9 months (Full-time); 3 hours per day, 5 days a week  
Total Hours: 540 hours
- **Modules:**  
**Nine (9) Modules**
  - Corporate Strategy and Planning
  - Strategic Marketing Management
  - Human Resource Management
  - Organisational Behaviour
  - Quantitative Methods for Business Management
  - Managerial Accounting
  - Economics for Business
  - Principles of Business Law
  - Project Management
- **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) Corporate Strategy and Planning**

The competitiveness of the marketplace requires no less than a broad perspective of the internal and external surroundings in order to determine and design the appropriate unique differentiation of a company as it takes part in the challenging and aggressive business world. This module provides the students with the methods and techniques to scan the business environment, design a strategy to remain competitive, formulate the proper plan, execute and evaluate such plan to achieve success. In this module, students will learn various types of strategies to achieve and sustain growth, overcome the risky stage of saturation and avoid the possibility of business decline.

### **2) Strategic Marketing Management**

This module introduces concepts of the marketing process from the perspective of the marketing manager and provides a framework for the analysis of marketing management problems. A key focus is to develop the planning and analytical skills necessary to manage marketing plans and strategy. Specific topics include analysis of the marketing environment, product management and development, marketing planning, marketing implementation and control, branding and brand management, pricing policies, the promotional mix, and auditing the marketing mix.

### **3) Human Resource Management**

This module provides students with a broad understanding of the scope, key areas of focus and the evolving nature of human resource management in a rapidly evolving global business environment. Beyond the traditional functions of selection, recruitment and compensation and benefits, the module will also touch on emerging issues that will have a significant impact on human resource practice, such as corporate social responsibility, the impact of workforce diversity and globalisation as well as workplace safety and health. This module will impart knowledge and skills in managing people, handling employee relations and tackling practical issues in the workplace.

### **4) Organisational Behaviour**

This module focuses on how to manage people in the workplace. Learners develop theories for understanding people and organisations, as well as practical tools for accomplishing personal and organizational goals. Learners will learn through case studies, self-assessments, experiential exercises, readings, discussions, papers and group activities. Topics include communication patterns in the organisational setting, common barriers to management, how to equip the personnel with people skills, roles of emotional intelligence, office team dynamics and cross-cultural communications.

### **5) Quantitative Methods for Business Management**

This module is intended to provide students with an understanding of the role that quantitative methods play in the decision-making process. It aims to let the learners appreciate and apply fundamentals of statistics and mathematics as used in business enterprises. The process of learning here involves the development of skills to gather and interpret data, analyze them and evaluate for decision-making in the various aspects of business operations and functions.

### **6) Managerial Accounting**

This module covers costs and managerial accounting concepts that could help learners to better understand management accounting topics, research and issues from the perspective of a business manager – using extensive classroom discussions, case analysis and relevant mathematical calculations. This module is for learners who use or will use managerial and cost management accounting tools in decision making. It aims to develop the learner’s ability to understand managerial accounting problems in the real world.

### **7) Economics for Business**

This module introduces the learners to microeconomics and macroeconomics theories and concepts. Major topics covered include the fundamentals of economics and the economy; the tools use to analyze and understanding the situation in the basic model; demand and supply and the market structure; role of government. Under microeconomics, topics include price and income elasticity; demand quantities, consumer’s choice; form of business structure; various market competition; factors of production. Under macroeconomics, the topics include macroeconomics and national income accounting; aggregate issues on demand and supply; money and banking; role of central bank and the monetary systems’ fiscal and monetary policies; unemployment and inflation; economic growth; and general issues on business cycle.

### **8) Principles of Business Law**

This module provides a fundamental understanding of legal concepts and principles as they apply in organizations and business and emphasises coverage of online law and e-commerce as key parts of the legal environment. In addition, it covers social, ethical, and international issues that are important to the study, observance, and practice of business law.

### **9) Project Management**

This module provides the students with the fundamental principles, theories and model applications of how to plan and manage projects to achieve organizational goals and objectives regardless of business or industry. It studies the underpinning knowledge of project management as well as an understanding of tools, techniques and methods to effectively initiate, plan, execute, monitor, control and close projects. It covers what it takes to be a high-performance project management team to be able to effectively communicate with and to achieve the expectations of stakeholders.

## **Graduation Requirements**

Students will be awarded the Postgraduate Diploma in Business Management (E-Learning) if they achieve at least a Pass grade in all 9 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 Postgraduate Diploma in Business Management (E-Learning) can progress onto the relevant qualification at master level.

## Admission Requirements

### Age Requirement:

Minimum 21 years of age

### Language Requirements:

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

### Academic Requirements:

Minimum Bachelor Degree or regional equivalent (in any discipline)

### 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	2,540
Examination Fees	900
Course Material Fees	500
College Administration Fee	100
Fee Protection Scheme	100
<b>Total Course Fees Payable</b>	<b>4,140</b>

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:

- 1) Closed Book Written Examination

Module Code	Module Title	Assessment Mode	Frequency	Weightage
CSP	Corporate Strategy and Planning	Closed Book Written Examination	1	100%
SMM	Strategic Marketing Management	Closed Book Written Examination	1	100%
HRM	Human Resource Management	Closed Book Written Examination	1	100%
OB	Organisational Behaviour	Closed Book Written Examination	1	100%
QMBM	Quantitative Methods for Business Management	Closed Book Written Examination	1	100%
MA	Managerial Accounting	Closed Book Written Examination	1	100%
EB	Economics for Business	Closed Book Written Examination	1	100%
PBL	Principles of Business Law	Closed Book Written Examination	1	100%
PM	Project Management	Closed Book Written Examination	1	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
Corporate Strategy and Planning	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Strategic Marketing Management	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Human Resource Management	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Organisational Behaviour	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Quantitative Methods for Business	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Managerial Accounting	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Economics for Business	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Principles of Business Law	Weeks 1 – 4	Week 4 - Closed Book Written Examination
Project Management	Weeks 1 – 4	Week 4 - Closed Book 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.