Course Modules for SAA-GE Advanced Diploma Level 1 / Diploma in Business Management (9 months)

- Principles of Accounting
- Management Concepts
- Marketing Concepts
- Quantitative Methods for Business
- Business Economics
- Business Communications
- Learning Skills (Non-credit Unit)

Principles of Accounting

This module provides students with an understanding of the concepts and principles of accounting, the double entry accounting system and basic financial reporting for unincorporated and incorporated entities. It includes the financial reporting environment, importance of ethics and corporate governance, accounting concepts, principles and conventions, the double-entry system of recording, preparation and analysis of financial statements.

Management Concepts

This module explores the underpinning theories relating to modern management and examines their application of these to today's businesses. It covers theory and applications relating to context of management, analysis of internal and external environment, planning and organising, management types, decision-making, organisation structures, evolution and changes, leading and controlling, leadership styles, managing and influencing others, motivation, control activities and performance measurement, international management and current issues.

Marketing Concepts

This module provides students with an understanding of the fundamental principles of marketing and the marketing process in modern organisations. It explores theoretical tools and techniques for analysing major marketing strategies, issues and challenges. Key topics include an analysis of the marketing environment, consumer behaviour, segmentation and positioning, marketing research, marketing mix, services marketing, Internet and social media marketing, marketing strategy and issues in marketing.

Quantitative Methods for Business

This module develops students' skills in statistical and operational research techniques used in data analysis and problem-solving in the modern business context. This includes data collection and sampling, presenting data especially through the use of spreadsheet, descriptive statistics, probability concepts, simple linear regression and correlation, time series, moving averages, exponential smoothing and manipulative models, indices, linear programming and decision trees.

Business Economics

This module introduces students to key economic principles and concepts as they apply to the business environment. It examines the effect of supply, demand and price elasticity on market position and competition and also analyses the impact of economic policies on businesses. Key topics include an introduction to economics and the business environment, supply and demand concepts, market structure and the competitive environment and macroeconomics concepts such as fiscal and monetary policy and economic growth, exchange rates, inflation, unemployment and globalisation.

Business Communications

This module focuses on the key business communication skills necessary for the effective and efficient operations in today's complex business environment. It includes an introduction on communicating in today's workplace, changes in business communication, effective writing process, reporting workplace data, importance of effective presentation skills and interpersonal skills and professionalism at work.