

# ADVANCED DIPLOMA IN MARKETING MANAGEMENT

## MODULE OUTLINE



### MM201 Organisational Behaviour

#### Module objectives

To provide students with an understanding of people's behaviour in organisations. It examines the role and impact that individuals, groups and structure have on behaviour within an organisation. Specifically, participants will study the key models and apply the knowledge of organisational behaviour to achieve organisational goals. The course focuses on how to improve productivity, elevate job satisfaction, lead people in groups effectively, manage workplace conflict, implement change programmes, and help employees achieve work-life balance. Participants will also be taught the application of theories, through the use of tutorial exercises and case studies.

#### Learning outcomes

At the end of this module, students should be able to:

- 1) Describe modern organisation behaviour theories and their relationship to management schools of thought.
- 2) Explain the impact of individual human behaviour on organisation processes.
- 3) Describe theories related to learning, attitudes, personality, values and perception.
- 4) Apply the theories of motivation to real life situations.
- 5) Understand group behaviour and work teams.
- 6) Integrate individual, group, and organisational level concepts.

- 7) Describe current issues and theories of leadership and the impact to organisation.
- 8) Discuss current issues and challenges to effective organisational communication.
- 9) Discuss contemporary change issues and approaches to managing organisation change.
- 10) Comprehend the causes and solutions to conflict at work.
- 11) Understand organisation structure, organisation culture, and human resource policies and practices.
- 12) Understand the role of ethics and social responsibility in organisational behaviour.

### **Outline syllabus**

- 1) An Introduction to organisational behaviour
- 2) Individual behaviour
- 3) Group behaviour
- 4) Leadership
- 5) Power and politics
- 6) Organisation systems and dynamics
- 7) Organisation culture
- 8) Human resource management
- 9) Organisational change and dynamics

### **Pedagogy**

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and

problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

## Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

### Module objectives

Services dominate most developed economies, representing significantly more than half of the countries' gross domestic product. In many lesser developed nations services are considered as a way to expand and stimulate economic growth and development. Consistent with the economic growth has been a growth in services employment. In many countries the majority of the workforce is employed in services jobs, and the projected growth for the next decades is overwhelmingly dominated by services. Therefore it seems imperative to study the marketing of services.

The primary theme of this course is that service organisations such as banks, theme parks, hair salons, transportation companies, hotels, restaurants, educational institutions, advertising agencies, and other professional service firms require a distinctive approach to marketing strategy in development and execution.

### Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the special challenges presented in the marketing of services due to their characteristics.
- 2) Apply the concept of gaps in problem situations and make appropriate recommendations.
- 3) Identify and analyse customer behaviour in a variety of occasions.
- 4) Understand and discuss key issues required in managing customer retention, customer satisfaction, creating a service culture, and service quality.
- 5) Appreciate the role of employees and often customers in service delivery, customer satisfaction, retention, complaints and service recovery.

- 6) Appreciate other key issues in service businesses such as managing supply and demand, relationship marketing, and the role of the servicescape.
- 7) Synthesise organisational performance concepts and customer retention.
- 8) Develop, recommend and evaluate marketing strategies that foster organisational continuity.
- 9) Evaluate the role of services marketing strategies and tactics in an organisation and services in an economy.

### **Outline syllabus**

- 1) Introduction to services marketing
- 2) Consumer Behaviour in services
- 3) Elements of service products
- 4) Distribution of services
- 5) Integrated marketing communications for services
- 6) Developing service processes
- 7) Balancing demand against productive capacity
- 8) The service environment
- 9) Managing service personnel
- 10) Customer loyalty
- 11) Complaint handling and service recovery
- 12) Service quality
- 13) Service leadership

## **Pedagogy**

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Students are encouraged to actively participate in all class discussions and maximise the opportunity to interact with classmates through engaging in debates, offering distinguishing comments as well as sharing knowledge and individual experience. This proactive involvement will definitely increase the value in learning from the course.

## **Assessment**

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%

## **MM203 International Business**

### **Module objectives**

This module is designed to familiar students with current international business theory and practice. It examines, analyses and explains the increasingly complex business environment in which contemporary organisations are operating internationally. You will be encouraged to generate interest and enthusiasm to embark on an international business career.

Greater insight into growing international business trends, strategies and operations will be studied. As economic, social and technological issues are becoming increasingly integrated between nations and firms, managers and professionals are facing the pressure of expanding cross border issues. In order to compete in the international marketplace effectively, this module will examine international business issues within the overall context of cross-cultural, comparative, strategic, operational and functional approaches.

### **Learning outcomes**

Students will acquire a general understanding of the global economy, the environment facing an international firm and the management of international business. At the end of the course, students are expected to:

- 1) Understand the emergence of globalisation and its impact to international business
- 2) Know the economic theories on international trade and investment
- 3) Examine the international environmental forces
- 4) Appreciate country differences and cultural diversity in international business
- 5) Understand the functional areas of the organisation in the global market place
- 6) Know the role and impact of ethics in international business.

## **Outline syllabus**

This module will adopt an emphasis towards global business perspectives and practical international business skills orientation. Topics will cover environmental and country risk assessment, global political, macroeconomic and socio-cultural trends, the international trade and financial environment and other issues relevant to the international business environment.

Upon completion of this module, student will have an awareness of and insight into the following contents and contexts of the global business environment.

- 1) Globalisation and the international business economy
- 2) The international business environment
- 3) The international trade and investment
- 4) The international monetary system
- 5) The organisational international environment

## **Pedagogy**

Each lesson comprises a combination of lectures, tutorial exercises and mini case discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

## Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation/Presentation	10%
2	Tutorial Exercises	10%
3	Quizzes	10%
4	Group Case Report	10%
5	Written Examination	60%
	Total	100%

## **MM204 Retailing Management**

### **Module objectives**

This module aims to introduce participants to the concepts and management of retailing and merchandising. Participants will learn the interrelationship of various activities that retailers face daily in order to appreciate how retailers must use both creativity and analytical skills to solve problems in the dynamic retail environment, and to acquire knowledge on how to operate and manage a retail business.

The goal of the course is to provide a learning opportunity for participants to be more knowledgeable consumers, have the basic skills necessary to start a retail career and eventually a retail store manager or entrepreneur.

### **Learning outcomes**

At the end of this module, students should be able to:

- 1) Appreciate the important role played by retailers as the link between producers and consumers.
- 2) Show how retailers can compete in a fast changing environment.
- 3) Identify the tools in market selection and location analysis.
- 4) Highlight the principal activities involved in retail operations.
- 5) Recognise how employees and customers can be managed in retailing.
- 6) Facilitate the development of better informed consumers.

### **Outline syllabus**

- 1) Overview of retailing management
- 2) The retailing environment and analysis
- 3) Retailing planning and strategy

4) Managing retail operations and administration

**Pedagogy**

Each lesson comprises a combination of lectures, case studies and tutorial discussions. Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement your learning by working on additional exercises and problems. It is essential to spend the time in class understanding every lesson through listening, participating, and doing tutorials diligently. Lesson notes will be given and you are required to go through these after class, followed by reading the textbook for the details of the conceptual framework and the flows of the arguments.

**Assessment**

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
2	Group Presentation (Case Study)	10%
3	Group Project	10%
4	Final Written Examination	60%
	Total	100%

## **MM205 Business Law**

### **Module objectives**

The aim of this course is to equip students with a functional familiarity with some major legal principles affecting business persons and business transactions. Students will learn to solve legal problems by recognising legal issues and applying the appropriate law in an effort to reach a reasonable solution. This analytic approach to problem solving should prove useful in other areas of business disciplines.

### **Learning outcomes**

At the end of this module, students should be able to:

- 1) Gain an understanding of the impact of the law on business through a study of areas of law relevant to business activity.
- 2) Demonstrate knowledge and understanding of the terminology, sources, divisions, institutions and personnel of law in business.
- 3) Demonstrate knowledge and understanding of basic principles of the law of contract, the sale of goods, agency and negligence, employment law, law relating to business organisations, and law of intellectual property.
- 4) Develop skills in communication and literacy: able to read and accurately summarise factual information and to apply the law to a set of hypothetical facts to reach a reasoned conclusion; able to independently prepare a written analysis of a problem using basic legal terminology with reasonable accuracy.
- 5) Develop skills in problem solving: able to analyse a straightforward factual situation in the relevant area of law, so as to identify relevant facts and issues, apply appropriate legal rules and reach a solution.

### **Outline syllabus**

- 1) The meaning of law and its origins

- 2) The Laws of Singapore
- 3) Essentials of contract Law
- 4) Contractual terms
- 5) Factors vitiating a contract
- 6) Discharge of contract and remedies
- 7) The law of sale of goods
- 8) Product liability and transfer of title
- 9) Employment law
- 10) Law of agency
- 11) Law relating to business organizations
- 12) Sole-proprietorship, partnerships and companies
- 13) Law of torts in business
- 14) Introduction to intellectual property law: Patents, trademarks, copyrights, registered designs

## **Pedagogy**

Each lesson comprises a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

## Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	15%
2	Individual Assignment	10%
3	Mid Semester Test	15%
4	Written Examination	60%
	Total	100%

### Module objectives

This unit provides a comprehensive framework for the development of competitive marketing strategies that achieve organisational objectives and build competitive advantage.

There are two key objectives for this course. The first is to be able to develop marketing strategies for the varying conditions in which firms operate. The second is to learn write an effective strategic level marketing plan, an ability to communicate not only what actions must be undertaken over the planning horizon (which is what a tactical plan does), but also to communicate the logic behind the choices of those actions so that the decision makers can assess the likelihood that the planned outcomes will be achieved. Successful accomplishment of these objectives requires students to actively participate in class activities and discussions, collaborate effectively with classmates on specific tasks, and complete the readings and exercises.

### Learning outcomes

At the end of this module, students should be able to:

- 1) Assess market opportunities by analysing customers, competitors and the strengths and weaknesses of a company.
- 2) Develop a systematic procedure for diagnosing marketing problems.
- 3) Design effective marketing strategies to maximise a company's chance of winning in the served markets.
- 4) Understand the interdependence of marketing decisions and their effects on the firm's customers and its competition.
- 5) Examine a wide range of marketing strategy issues faced by organisations of all sizes and industries.

## Outline syllabus

- 1) Introduction to strategy: Market-orientation
- 2) Corporate strategy and the marketing implications
- 3) Business strategies and the marketing implications
- 4) Opportunity analysis: Assessing market and industry attractiveness, forecasting
- 5) Market segmentation and target marketing
- 6) Differentiation and positioning
- 7) Marketing strategies for new market entries
- 8) Marketing strategies for growth markets
- 9) Marketing strategies for mature and declining markets
- 10) Strategic implementation and control

## Pedagogy

Each lesson comprises a combination lectures, case analyses and critique/debates. Cases allow students to learn about company situations and predicaments, and what good marketing practice suggests companies should do to solve their problems. Case analysis requires critical evaluation and interpretation of both facts and logic, and requires that students be prepared and interactively involved in class discussions. Students are required to present their analyses to classmates and the lecturer, develop effective strategies, and provide sound rationale for recommendations they make.

## Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Written Examination	60%
	Total	100%