



**DIPLOMA IN BUSINESS
ADMINISTRATION (MANDARIN)**
Course Handbook

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Course Objective

The Diploma in Business Administration (Mandarin) covers the basic knowledge and skills needed for effective and efficient management of a business including but not limited to business communication, management, marketing and human resource management; skills needed to be a valuable employee in a business setting. The course is developed such a way that learners will gain knowledge of both local and international business management, through both theories and case studies.

Course Outcome

The Diploma in Business Administration (Mandarin) aims equip students with a broad introduction to business disciplines and an enhanced understanding of foundational issues and principles in the business environment.

The overall outcomes of the Diploma in Business Administration (Mandarin) course are as follows:

1. To provide students with the knowledge and skills that will enable them to progress to the Advanced Diploma in Business Administration (Mandarin);
2. To develop students' competencies and values related to the social roles played by business entities;
3. To provide students with the necessary theoretical and practical knowledge of business at the foundation level;
4. To lay the foundation for future professional development.

Course Structure

- **Duration of Study and Contact Hours:**

5 months (20 weeks) Academic (Part-time)

6 hours per week, 5 weeks per module

Total Hours: 120 hours

- **Modules:**

Four (4) Modules

- Management Principles
- Business Communication
- Human Resource Management
- Principles of Marketing

- **Mode of Teaching:**

Face-to-Face Delivery via

- Lecture Sessions
- Tutorial Sessions
- Class Discussion
- Group Work & Pair Work
- Practical Sessions

- **Teacher to Student Ratio:**

1:40

- **Medium of Instruction:**

Mandarin

Course Modules and Outline

1) Management Principles

Management Principles is comprehensive introductory module on the management process from a manager's perspective, with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. This module explores the basic concepts and processes of management. Students will examine the fundamental roles and processes of planning, leading, organizing and controlling. It focuses on the entire organization from both a short and long-term perspective for strategic vision, setting objectives, crafting a strategy and then implementing it. This module will enable students to develop short and long-range plans to effectively accomplish organisational goals. Students will develop skills related to the manager's function as required in today's competitive environment.

2) Business Communication

The ability to communicate effectively in the workplace is crucial to graduates and managers alike. This module covers the fundamentals of good business communication and uses management theories to explore the latest trends in workplace communication. Some of the topics covered includes corporate communication with stakeholders, social media and employee communication, impact of new information and communication technologies, and informal communication systems in organizations. It will involve the critical analysis and contemporary trends in business communication and will focus on integrating knowledge to help students make the transition to employment.

3) Human Resource Management

Managers in both small-medium enterprises and larger organisations require an understanding of the strategic and operational role of human resource management (HRM). The module introduces principles of strategic HRM for organisations and evaluates models and approaches for the performance of key HRM functions applicable to a large range of business organisations. Some of the topics covered includes human resources planning, job analysis and design, recruitment and selection, managing diversity and work-life balance and performance management.

4) Principles of Marketing

The Principles of Marketing module is intended to provide students an introduction to the topic as well as providing students with a basic grounding in the theory and practice of marketing as a business management discipline. The module is designed to give students the opportunity to learn about the simple mechanics of the subject and to give students practical exercises in how to use the techniques presented to students.

Graduation Requirements

Students will be awarded the Diploma in Business Administration (Mandarin) if they achieve at least a Pass grade in all 4 modules of the course and has at least 75% of attendance rate.

Students who successfully completed the Diploma in Business Administration (Mandarin) may progress onto general Advanced Diploma offered at other institutions.

Admission Requirements

Age Requirement:

Minimum 18 years of age

Language Requirements:

Minimum Grade 5 in Chinese Language for GCE 'N' Level or regional equivalent

Academic Requirements:

Minimum Secondary 4 Education 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 School'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)
Tuition Fee	2,800
Examination Fee	300
Course Material Fees	500
School Administration Fee	100
Fee Protection Scheme	300
Total Course Fees Payable	4,000

Miscellaneous Fees	Price (SGD)
Student Pass Renewal Processing Fees	200
School Application Fees (Non-refundable)	300
Medical Check-Up	50
Re-mark Examination Fee / Cert Reprint	150
Re-Examination Fee / Late Entry Exam Fee (per module)	100
Late Payment Fee (per month)	50

Course Assessment

- **Modes for Assessment:**

The students will be assessed through three (3) components:

- 1) Written Group Assignment
- 2) Individual Presentation
- 3) Written Examination

Module Code	Module Title	Assessment Mode	Frequency	Weightage
MP	Management Principles	Written Group Assignment	1	30%
		Individual Presentation	1	20%
		Written Examination	1	50%
		Total		100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
BC	Business Communication	Written Group Assignment	1	30%
		Individual Presentation	1	20%
		Written Examination	1	50%
		Total		100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
HRM	Human Resource Management	Written Group Assignment	1	30%
		Individual Presentation	1	20%
		Written Examination	1	50%
		Total		100%

Module Code	Module Title	Assessment Mode	Frequency	Weightage
PM	Principles of Marketing	Written Group Assignment	1	30%
		Individual Presentation	1	20%
		Written Examination	1	50%
		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**

Duration	Assessment Schedule
Weeks 1 – 5	Week 4 – Individual Presentation and Written Group Assignment Week 5 – Written Examination
Weeks 6 - 10	Week 9 – Individual Presentation and Written Group Assignment Week 10 – Written Examination
Weeks 11 – 15	Week 14 – Individual Presentation and Written Group Assignment Week 15 – Written Examination
Weeks 16 - 20	Week 19 – Individual Presentation and Written Group Assignment Week 20 – 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.