

**NGEE ANN POLYTECHNIC**  
**Diploma Plus Certificate in Business (CIB)**  
**Jointly offered by School of Business & Accountancy and School of Interdisciplinary Studies**

**Synopses of Compulsory and Relevant Electives**

- **Principles of Management**

This module provides an insight into management. It encompasses topics such as the roles and functions of managers, the skills managers require to manage effectively in a rapidly changing and increasingly competitive domestic and global environment.

- **Understanding Financial Statements**

The aim of this module is to provide students with a basic understanding of financial statements and financial concepts relevant for entrepreneurship. Students will be taught basic accounting concepts, key components of the company's financial statements and the tools and techniques for analyzing financial statements.

- **Business and the Economy**

This module provides students with an understanding of the working of a typical economy. It will be divided into two sections: Microeconomics and Macroeconomics. Microeconomics analyzes the individual constituent units of the economy and students will study the economic behavior of the consumer, the firm, the market and the industry. Macroeconomics examines the economy as a whole and students will learn how the overall performance of an economy is assessed by such measures as the Gross National Product, economic growth rate, unemployment rate and inflation rate.

- **Entrepreneur and the Law**

This module provides students with an understanding of the basic knowledge of the law and its application in a business environment. The topics covered will highlight how the law affects you as an entrepreneur, the types of business organizations for you to consider, your rights and liabilities when you do business, including your rights and duties as an employer, and protecting your inventions and ideas.

- **Starting a Business**

The module aims to help the students understand the entrepreneurial process required in setting up a business starting from identification and evaluation of the business opportunity, developing a sound business plan, determining the resources required for start-up, leading and growing an enterprise. Real life case studies are used to help students understand the application of entrepreneurial process to the real world. E-learning with the help of Blackboard tools are being used to enhance student learning. The assignments are structured in a way that will help students to progressively develop their business ideas into a sound business plan.

- **Introduction to Services Marketing**

Exceptional companies deliver superior service to differentiate themselves and stay competitive. In this module you will appreciate the unique characteristics of service as compared to goods, and how real companies such as SIA shape service marketing strategies. Field trips and case studies will help you understand the significance of delivering optimal customer experience as well as the impact of the Internet on service marketing.

- **Human Communication**

Successful communication starts with oneself. From an understanding of self and inner speech, this module moves in widening circles to communication patterns in interpersonal, family, group and organisational contexts. The approach is experiential and encourages participation in activities, games, role play and case analyses. The aim is to communicate effectively in your personal and professional life.

- **Events Communication**

In this module, you will learn how to develop events-management proposals, including communication media plans and working timelines for organising events. There will be opportunities for experiential learning through class excursions and major events. The process of writing proposals for events will help you develop creative conceptualisation and bring together design elements to support your event, including strategising media communication

- **Corporate Communication**

Nike. Levi's. Apple. Coca Cola. How do these companies stay on top of consumer consciousness? Can companies bounce back after times of crisis? This module will help you find the answers to these questions and more! Unlock the success secrets of the world's biggest brands. Learn how companies shape and communicate their corporate image and identity through branding and corporate citizenry. At the same time, develop the skills to effectively position a company through strategies and communication material to keep ahead of the competition.

- **Art of War- Leadership & Business**

This module provides an insight into Sun Zi's military principles and their modern-day application to corporations and business. You will learn to apply these principles to personal and leadership development and build a conceptual framework of management approaches. The aim is to promote the spirit of entrepreneurship and develop analytical thinking about competitive strategies.