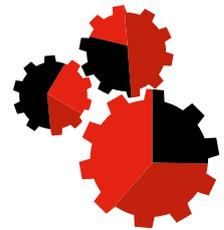# CTI Higher Certificate in Business Management

Module Descriptions 2015

Higher Certificate in Business Management
(1 year full-time)

Academic English

Module description

This module aims to give students opportunities to develop an understanding of the concepts and issues relating to English in an academic context, as well as the practical skills to translate that understanding into the writing and communication of academic English appropriately and effectively.

Language development is an integral part of academic studies. In addition to the lectures, the students are required to work on their language skills on their own. They use a Web-based computer programme and assessment tool – known as English Word Power (EWP) – which they can access in the computer labs or on their personal computers.

English language skills encompass more than English to pass one's studies. It entails the fostering of language, reading, thinking and writing skills that will form the foundation of all professional and vocational communication in life. The module attempts to reinforce language and grammar skills, develop reading and thinking skills and shape the ability to plan, research and provide information in an academically and professionally sound manner.

On successful completion of this module, a student will be able to apply knowledge of language conventions and structures to use and evaluate language usage in texts critically; analytically read and review texts in order to infer meaning and to make meaningful and appropriate responses; and employ and evaluate strategies to write effective and correct academic assignments and essays.

Mathematics for Business

Module description

Students will be familiar with mathematics and arithmetic in general. This module will review the key concepts of algebra, geometry, and trigonometry which students must understand to be able to progress with their studies in business. These skills and knowledge are also needed in the work context later when students are employed in business, or other organisations, on completion of their studies.

Business areas such as finance, supply chain management and economics require employees to be able to perform calculations such as percentages, ratios and multiplications accurately. The application of software IT programmes for computer users, such as Excel, requires employees to be able to understand certain mathematical calculations and to follow the logical sequence of commands or processes e.g. to prepare spread sheets and create graphs.

The module serves to refresh student understanding of, and ability to identify the fundamental rules of number systems, signs and properties of real numbers. It also refreshes student ability to define and do calculations with fractions and to apply the rules of fractions in order to solve real life and business problems such as financial calculations. This module also serves to build the skills required to calculate typical accounting ratios and percentages and to apply the rules of ratios and percentages. The student will be able to explain what is meant by algebra and do algebraic calculations. The module also prepares the student to appreciate the purpose and function of graphs, how to find information using graphs, and how to make use of graphs. Other topics include the calculation of simple and compound interest, and the calculation of present and future value of investments.

This module, in conclusion, aims to assist students to understand mathematics and to be able to identify and solve mathematical problems using critical and creative thinking; demonstrate an understanding of mathematical concepts and literacy needed in the business environment; and use mathematics in the computer environment.

Marketing Principles

Module description

Marketing is a critical business activity, which bridges the functions of product development and sales, by attracting customers and communicating product value to customers.

Marketing is an introductory module that familiarises the student with the fundamental concepts, key principles, activities and strategies involved in marketing. The module equips the student with an understanding of the individual elements in the marketing mix i.e. product, price, place (marketing channels, distribution and logistics) and promotion, which form the basis of the marketing effort.

The student is also introduced to the processes of environmental analysis at micro and macro level, segmentation in different markets, as well as targeting and positioning for a particular product or service. The module is concluded with an investigation into the application of the marketing mix in different markets, including consumer markets, business markets and international markets.

On successful completion of this module, the student should understand the concept and process of marketing; be able to apply the concepts of segmentation, targeting and positioning; understand the individual elements of the extended marketing mix and be able to use the marketing mix in different contexts.

Computer Skills Development

Module description

This module on computers skills for computers users in the business environment, as opposed to skills for professionals in the IT functional environment, is designed as an introductory module that provides the basis for performing tasks on word processors, spreadsheets, databases and on the Internet. With the foundation laid by this module and more hands-on experience, students should be able to become accomplished and perform more advanced tasks.

The module introduces students to Microsoft's Office applications. In the business environment there is often the need to carry out tasks using the Internet to search for information, word processors to create documents, spreadsheets to process financial information or sales figures, visual aids to prepare presentations in PowerPoint, or manage information on databases. This module provides students with the necessary skills to effectively carry out these everyday tasks.

On completion of this module, a student will be able to use the skills that they have learned to successfully access the Internet and they will be able to create and edit documents using Microsoft Word; use Microsoft Excel to create and edit spreadsheets that contain both graphs and formulae; use Microsoft Access to gain an overview of relational database terms and concepts; and use PowerPoint to prepare presentations.

Introduction to Business Management

Module description

In order to create and maintain a competitive edge in the modern business world, organisations and companies have to deal with numerous challenges, including intense competition, digital information and communication technologies and the globalisation of the marketplace. It is crucial for management to monitor day-to-day operations constantly, so as to ensure immediate action and solutions in order to survive and thrive in a particular market.

As an introduction to the subject field of Business Management, this module focuses on the functional areas of business and governance, as well as the history and development of management and the nature of management functions, in the context of the modern business environment. The student is introduced to the different types of organisations and businesses, the organisational purposes and responsibilities of business, the functional areas of business, forms of ownership, the regulatory environment of business, as well as the competencies, roles and levels involved in management.

On successful completion of this module, the student should understand the nature, types and organisational purposes of different types of organisations, businesses and enterprises; the difference between corporations and small business; the nature, theory, practice and essential functions of management; the competencies, roles and levels of line and staff managers in an organisation; the difference between the major functional areas of business (i.e. production, services, finance, marketing and human resource management); the regulatory environment and the concepts of good governance and compliance and the contemporary issues of sustainability and the ecological environment and their impact on management and business.

Introduction to Human Resource Management

Module description

All organisations need committed staff to achieve their aims and objectives and, therefore, human resources (people) are regarded as one of the crucial resources in any organisation. In order to achieve their full potential and to perform well, employees (human resources) should be selected, trained and motivated. In other words, human resources need to be managed properly. Human resource management – which has come to be recognised as an integral part of management – can be regarded as a comprehensive set of managerial practices and activities concerned with developing and maintaining a qualified workforce (i.e. qualified human resources) in ways that support organisational objectives and contribute to organisational effectiveness. Organisations with effective human resource management policies, processes and practices usually have committed, skilled employees, who make meaningful contributions to organisational success. In the competitive business context, this is a significant contribution to maintaining a competitive advantage.

Human Resource Management provides an introduction to the concepts and practices of human resource management. After distinguishing between personnel administration and human resource management and assessing the function of human resource management, the roles and responsibilities of line managers in human resource management are explained. The process of human resource planning and the stages and process of recruitment and selection of suitable employees, are also explored.

On successful completion of this module, the student should understand the difference between personnel management and human resource management; be able to assess the function of human resource management in contributing to organisational purposes; be able to evaluate the role and responsibilities of line managers in human resource management and understand the stages and processes involved in human resource planning (HRP), employee recruitment and employee selection.

Business Communication

Module description

Communications skills are essential to every successful business enterprise, since succeeding in any business venture requires a great deal more than creating a product or offering a service. This module introduces students to effective communication skills in the workplace, involving an overview of the most common forms of written and oral communication situations they are likely to encounter. Although there is an element of theory in the module, the main focus falls on the practical communication skills and abilities that students will be able to apply in the business environment.

On successful completion of this module a student will demonstrate an understanding of the communication process and its importance in the business and professional environment; be able to generate various forms of written communication; be able to conduct different forms of verbal communication for different purposes; and communicate competently in the virtual (online) environment.

Personal Skills Development

Module description

The aim of this module is to allow students to discover their own personal skills and to develop these so that they can be used during their studies and in their working life. It will assist students to plan and perform a range of tasks and activities.

The module assists students to identify their strengths and weaknesses, to assess their performance, to prepare a realistic development plan with achievable targets, and to review their progress after some time. It facilitates the developing of motivation and taking of responsibility for their own progress and development. Effective communication skills, active listening, empathetic interpersonal skills and emotional intelligence also receive attention. The module also assists students to learn the skill of time management and personal planning.

The concept of group work, or team work, will also be discussed. Students will become familiar with group dynamics, and formal as well as informal roles that the individual plays within a group and team. Problem solving is another topic that will be explored in this module with tools and methods to be able to enhance problem solving capacity. The steps of solving a problem and the resultant decision making processes will be evaluated and implemented in practical ways.

This module will equip students with valuable soft skills that are essential in their career growth and in the workplace itself. Students are encouraged to research relevant topics to gain a better understanding of this exciting field. Students will identify inherent transferable skills and be able to apply these in different scenarios. Lastly, students will review their own learning experience and monitor their growth over a period of time.

On completion of this module, students will be able to identify and use a range of skills; understand the dynamics of team and group work; be able to analyse and identify problems and provide feasible solutions; and monitor and evaluate own learning experience.