

Module code	BB-1104		
Module Title	Principles of Business and Management		
Degree/Diploma	Bachelor of Business		
Type of Module	Degree Core/Breadth		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	Nil		
Anti-requisite	Nil		
Aims			
To introduce students to business functions and theories of management, and be familiarised with the business functional areas such as finance, marketing, production, operations and human resource.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	- understand the basic principles of business functions and theories of management. - describe the concepts, underlying theories and models in management.	
Middle order :	40%	- identify the challenges faced by leaders in areas related to business and management. - analyse the practice of business and management in practical as compared to theory.	
Higher order:	30%	- interpret the results of analyses to produce a final report assignment. - improve skills in working independently and as a team member.	
Module Contents			
<ul style="list-style-type: none"> • Introduction to the management process • Business environment and relevant concepts • Organisational culture • International management • Entrepreneurship and small business management • Decision-making process • Fundamentals of planning and strategic management process. • Fundamentals of organising • Organisational change and development and human resource management. • Leadership and communication • Motivation theory and practice • Teams and teamwork • Fundamentals of control and operations management and control 			
Assessment	Formative assessment	Weekly assessment/discussion and feedback	
	Summative assessment	Examination: 50%	
		Coursework: 50%	
		- Group Project	(15%)
		- Group Presentation	(10%)
		- Mid-term Test	(15%)
		- Individual Assignment	(10%)