

ADIBM Module Descriptions

IBM20100 Legal Aspects of Business

Students will learn business law, ethics, and the legal environment in a way that will encourage them to ask questions and go beyond basic memorization. Student will inculcate a knowledge and understanding of legal systems, basic principles of contract law and the tort of negligence within a business environment together with general principles of the law governing the most significant elements of the employment relationship.

IBM20250 Luxury Brand Marketing

Brands are intangible assets, thus creating and nurturing a strong brand is always a challenge particularly for luxury goods. Marketing luxury goods requires specific principles to enhance and preserve the image of finest quality and exclusiveness. This module explores the specificities of marketing and essentials strategies of effective marketing of luxury brands.

IBM20300 International Strategic Management

This module presents current strategic management theories and practice in an engaging and easy-to-read format. It effectively blends theory with plenty of opportunity to practice throughout the module, providing students with the ideologies, ethical dilemmas, and unique strategies of today's real managers and organizations in action.

IBM20450 Managing Human Capital for Service Excellence

This module provides students with knowledge on human capital management and the strategic role it plays in a fast-moving business environment. It aims to impart students with the knowledge and skills to manage human capital for service excellence. Students will learn that an organisation that focuses on competitive challenges such as globalisation, technology, managing change, and cost containment will have an edge over others. The module will cover the various functions of HCM such as recruitment and selection, employee relations, training and development, managing performance and industrial relations.

IBM20500 Accounting for Business Decision Making

This module provides an introduction into the fundamentals of Financial Accounting and Management Accounting. However, the module will focus more on the accounting function internal to organizations. The Financial accounting component includes a general introduction into the different use of Financial and Management accounts, Profit & Loss statement, Balance Sheet, analysis and interpretation of financial statements.

Management accounting is concerned with the analysis of and accounting for costs, management planning, decision making and control. The module covers areas such as types and costs behaviour and cost volume profit analysis for decision making.

IBM20850 Research Methods

This module focuses on the theory and practice of qualitative research. Successful data collection and analysis is imperative in the advancement of any given industry. It requires the utilisation of skills from basic statistical analyses to qualitative analytical techniques.

IBM20950 Contemporary Issues in International Business

This module aims to provide a comprehensive introduction to the key aspects of operations and management of international business placed within organizational, environmental and managerial context. Students will examine international business trends globally, and in the context of emerging markets and to analyse and compare the suitability of different strategies to be adopted by managers of MNEs.

IBM20750 Social Media and Business

Social media can be powerful marketing tools for businesses. This module will delve into the major internet-based social media, the technology, interface and etiquette. It will focus on learning to use social media as a marketing tool to establish and maintain businesses' online presence.