

DIBM Module Descriptions

IBM10200 Principles of Management

This module introduces students the fundamentals theories of both management and organizational behaviour with application of business management system. Topics covered include planning and decision making; leadership and interpersonal relations; methods to motivate employees and etc. Students will also learn the organisation's structure and the cause of management change.

IBM10350 Data Analytics

This module aims to prepare and equip students the basic knowledge in data analytics. Students will use various mathematical and statistical tools to analyse the data for deeper understanding of the patterns and structures within the data for predictions and to support decision making.

IBM10450 E-Commerce Management

The aim of the course is to introduce students to the fundamental principles of e-Commerce and the role of management; the underlying technologies and the application of tools and services to the development of small scale e-Commerce applications.

IBM10500 Fundamentals of Marketing

Fundamentals of Marketing equips students with the necessary marketing knowledge and skills to create value, target the correct market, build customer relationships, and gain loyal customers. Students will learn to build networks and establish brand loyalty in the light of ever-changing consumer expectations.

IBM10700 Principles of Economics

This module provides students with a basic understanding of the both micro and macro-economic theories and analysis of economic issues in a logical manner and their possible impacts in real life. Students will explore key concepts in understanding the operation of a market economy, key concepts that explains the structure and performance of the economy.

IBM10800 Global Business Environment

This module presents international business in a comprehensive yet concise framework. Real-world examples and engaging features help to bring the concepts to life and make international business accessible for all students. It focuses on the crucial role of emerging markets in today's global marketplace.

IBM10950 Managing Change

This module explores the need for organisations to meet and to cope with changing conditions as organisations grow and develop. Some changes are planned, some are not. Forces for change may come from within the organization or external forces. Students will

learn the knowledge and skills required to promote the use and implementation of innovative work practices to effect change and manage changes.

IBM10100 International Business Communications

International Business Communications is designed to provide students the opportunity to master the techniques of business writing, public speaking and presentation. It also includes drafting a wide range of business reports.