

PDB 10300 Marketing Management

The module is designed to provide students with an understanding of marketing in business organizations; and to deliver essential approaches of marketing concepts. The module will introduce the principles of marketing including the basic concepts of marketing; the marketing management process; strategic marketing; and some distinctive aspects of special types of marketing such as service marketing and international marketing.

PDB 10100 Managerial Economics

The module is designed to equip students with knowledge on economics at a managerial level. Both macroeconomics and microeconomics will be covered – areas to be covered include resource and labour costing, influence and role of governments, analysis of economic trends and consumers, and their impact on the performance of the firm. The module will also introduce decision-making within firms, from an economic perspective. The economic perspective enters the course material in two ways. First, economics provides many of the tools to be used in making and analyzing managerial decisions. Second, economics provides a way to understand how changes in the environment in which firms operate influence their decision-making.

PDB10200 Managerial Accounting

The module is designed to equip students with knowledge on financial and managerial accounting. The module will introduce the key concepts and principles of accounting as well as the basic techniques of financial management. Emphasis will be placed on managerial decision making, employing various managerial accounting techniques and methods. The module will also look into aspects of control of company operations, and interpretation of financial and management reports.

PDB10400 Management Information Systems

The module is designed to inform students of the pertinent issues relating to information systems and information technologies (IS/IT) and their role in business and in supporting the organization's business processes and managers. The module will address systems concepts, information management, decision making, as well as the use of specific MIS programs and new applications of information technology in the modern corporation.

PDB 10500 International Marketing Strategy

The module is designed to equip students with knowledge on marketing strategies on an international scale. The module will also examine the impact of multicultural consumer and buyer behaviour on products and services development for international markets. Special emphasis will be placed on the challenges facing multinational enterprises as well as smaller firms in formulating marketing strategies for the Asia Pacific region.

PDB 10600 Strategic Management

The module is designed to provide students with an understanding of the fundamental principles of strategic management, enabling students to identify and analyze strategic issues in practical situations, and develop managerial strategies for implementation. Students will examine the wide spectrum of techniques involved in analyzing business and competitive data/information including environmental analysis, industry analysis and competitor analysis.