

MANAGEMENT FOUNDATION STUDIES

The programme is developed and awarded by Singapore Institute of Management, Singapore.

Objective and Nature of Programme

This full-time programme is designed to provide appropriate foundation for students who do desire to understand the fundamentals of management and business practice. It provides a bridging certificate programme for students who may not meet the entry requirements to pursue studies at diploma level. The programme will equip students with the necessary skills and knowledge to move on, with confidence, to progress to study at diploma level, in such qualifications as the Diploma programmes. It covers five modules over a duration of six months.

Mode of Delivery

The course is 100% face-to-face lecture. Classes are conducted 5 days a week, 3 hours a day. The course work includes attendance of lectures, tutorials, discussions of case studies, presentations, completion of group and individual written assignments and individual class tests. Classes consist of both international and local students.

The programme comprises the following modules:

Module 1: Study Skills for Effective Learning

This module aims to improve students' proficiency in the six main skills required to complete their studies successfully — life management, listening, reading, writing, oral presentation, and general study skills. Topics include reading academic texts efficiently and effectively, taking notes from lectures and books, doing basic research, using library or computer-based resources, understanding and managing group dynamics while doing projects, writing essays, summaries, and reports, as well as making effective oral presentations. Other important topics relating to self-discovery of personality and learning styles, stress and time management and preparation of examinations will also be covered.

Module 2: Introduction to Management

This module introduces the basic principles of management functions like planning, organising, leading and controlling in a business enterprise. Basic concepts of leadership, motivation, delegation, communication, problem solving and decision-making are covered.

Module 3: Elements of Economics

This module aims to provide an understanding of economic principles and how it influences and affects the business enterprise. Topics include concepts of demand, supply and price, revenue, costs and profits, national income, money and credit creation, market structure, and international economics.

Module 4: Principles of Accounting and Business Finance

Areas to be covered include accounting concepts, the balance sheet, the income statement, recording business transactions, adjusting and closing accounts, assets and liabilities, and interpreting financial statements.

Module 5: Sales and Marketing Management

This module will enable you to acquire a basic knowledge of sales and marketing concepts. Topics include salesmanship, market segmentation, buyer behaviour, product development, pricing strategy, and channels of distribution, advertising & sales promotion, branding & packaging.

