

Preparatory Course in Business (UOSMS)

Developed and awarded by SIM, Singapore

MODULE OUTLINES

ACCOUNTING AND FINANCE

This module deals primarily with the study of the two main branches of accounting.

The first part of the course covers financial accounting. Topics included here are double entry bookkeeping and the preparation of basic financial statements and financial analysis. The second part of the course covers management accounting techniques for planning, control and decision-making and investment appraisal techniques.

BUSINESS STATISTICS

This module develops an understanding of statistical methods at the basic level and an awareness of their applications in business environment.

It gives an overview of the descriptive and inferential statistics that may be used by managers. Topics include numerical measures, sampling methodologies, basic concepts of probability and hypotheses testing, analysis of variance, correlation and regression and chi-square applications.

ECONOMICS

At the core, this module studies the problem of the scarcity of resources that is facing a person, a firm or a society. It assumes that rational people normally make choices to consume the scarce resources in terms of comparing marginal benefit and marginal cost.

The contents of this module can be divided into two parts, principles of microeconomics (economics and choice at individual level) and principles of macroeconomics (economics and choice at aggregate level).

MARKETING

This module aims to provide an overview of the concepts and techniques of the marketing process in today's dynamic environment and its interrelationship with other business functions. It also provides the foundation for more advanced marketing-oriented courses by covering a wide range of topics including market research, marketing process and global marketing.