

Module Synopsis

Advanced Diploma in Global Business Management (Artificial Intelligence)

International Business Communications

This module equips students with practical skills in business communication, integrating business concepts with written and verbal communication strategies. It emphasizes intercultural and team communication, persuasive messaging, and effective documentation such as reports, proposals, and presentations.

Principles of Management

This module introduces the core principles of management and organizational behaviour. Students will explore planning, decision-making, leadership, motivation, and change management, with an emphasis on real-world business scenarios and problem-solving strategies.

Data Analytics

This module provides foundational knowledge in data analytics using mathematical and statistical tools. Students will analyse patterns and apply probability, hypothesis testing, and regression to support business decision-making.

E-Commerce Management

Students are introduced to e-commerce fundamentals, business models, and web development using SDLC. The module explores e-commerce security, payment systems, and marketing strategies while considering ethical and legal concerns.

Fundamentals of Marketing

The module develops an understanding of marketing principles, strategies, and customer value creation. It covers the marketing mix, consumer behaviour, market analysis, and integrated communication strategies to help build brand loyalty.

Principles of Economics

This module offers insights into micro and macroeconomics. Topics include demand and supply analysis, elasticity, market structures, national income determination, inflation, unemployment, and international trade.

Global Business Environment

Students explore how political, economic, social, and technological factors affect global business operations. The module emphasizes international trade, cross-cultural business, emerging markets, and entry strategies.

Managing Change

This module focuses on change management within organizations. Students will evaluate strategies to promote innovation, overcome resistance, and manage continuous change processes involving internal and external forces.

Luxury Brand Marketing

This module examines marketing strategies for luxury brands. Students will learn how to manage brand equity, position products as luxury items, and apply pricing, sustainability, and brand audit techniques.

International Strategic Management

Students are introduced to strategic management concepts and tools. The module covers internal and external analyses, competitive strategies, and strategic planning processes used by multinational organizations.

Managing Human Capital for Service Excellence

This module focuses on strategic human capital management. It covers recruitment, training, employee relations, performance management, and adapting to competitive challenges in service-oriented industries.

Accounting for Business Decision Making

Students will gain practical knowledge in financial and managerial accounting. Topics include financial statements, cost analysis, budgeting, break-even analysis, and variance analysis to support business decisions.

Social Media and Business

This module explores social media's role in business. Students will design and manage social media strategies, learn about SEO, CRM, and analyse the impact of social platforms in global business contexts.

Research Methods

This module provides tools for qualitative and quantitative research. Students will explore data collection, research ethics, proposal writing, and analysis techniques to support academic or business investigations.

Artificial Intelligence and Business Strategy

This module explores how artificial intelligence (AI) is reshaping business strategy and operations. It examines the opportunities and risks of AI-driven decision-making, and how organizations can effectively adopt and manage AI technologies to create value. Students will gain insights into the strategic use of AI, its impact on organizational dynamics, and the broader societal challenges it presents. Practical case studies and theoretical frameworks will guide students in applying AI to solve real business problems.

Artificial Intelligence for Business

This module introduces students to the transformative applications of artificial intelligence (AI) in the business world. It examines key AI technologies such as machine learning, natural language processing, and robotics, and how they can be used to improve operations, enhance customer engagement, and drive innovation. The module also considers ethical and societal implications of AI and encourages students to critically evaluate its opportunities and limitations. By the end of the module, students will be equipped to identify and apply AI solutions that create strategic value for organizations.