

## **Module Synopsis**

### **Advanced Diploma in Global Business Management (Digital Marketing)**

#### **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.

### **Social Media Marketing in Practice**

This module equips students with practical skills to design, execute, and evaluate social media marketing campaigns. Focusing on platforms such as Facebook, Instagram, LinkedIn, and emerging networks, students learn to craft strategic content, manage online communities, and use analytics tools to measure campaign effectiveness. By applying real-world case studies and hands-on tasks, students gain experience in aligning social media strategies with business goals, targeting audiences, and driving engagement and brand growth.

### **Digital Marketing Analytics**

This module introduces students to key digital marketing analytics tools and techniques used to assess and enhance online marketing performance. Students will learn to collect, interpret, and apply data from various channels—such as websites, social media, and email campaigns using platforms like Google Analytics. Emphasis is placed on key performance indicators (KPIs), reporting, and data visualization to support data-driven decision-making. By the end of the module, students will be equipped to evaluate digital marketing effectiveness and offer strategic recommendations.