

IBAM CERTIFICATE IN BUSINESS PRACTICE MODULES

BUSINESS ENVIRONMENT

The Business Environment module is the cornerstone of the IBAM Certificate. It provides the context and background students need to understand the different types of business organisations, legal and organisational concepts, key functions within organisations and the environments in which organisations operate – political, economic, social, technological, legal, and competitive. The module also examines changes to the business environment resulting from the development of information technology and the impact of e-business, as well as the notion of corporate social responsibility and environmental change.

SYLLABUS

Organisations in Context

- Types of organisation
- Key functions and concepts
- Law, regulations and compliance
- PESTLE analysis
- The business environment at different geo-political scales

Competitive and Economic Forces

- The market economy and patterns of economic activity
- The role of government, political and financial institutions
- International economic institutions and organisations
- Market forces, competition and competitive pressures
- Price mechanism, supply and demand
- The effects of organisations on their markets

Legal Forces and Responsibilities

- The nature and sources of law and the legal profession
- Court structures and the administration of justice; tribunals
- How the law affects different types of organisation
- Introduction to contract law
- Introduction to agency

The Impact of Technology and Change

- Technological change and development
- E-business
- Stakeholder theory
- Organisational change
- Corporate social responsibility
- The impact of change on the ecological and social environments
- Sustainable development

The Socio-Political Environment

- The political contexts within which businesses and organisations operate
- Key political institutions
- The interplay between political values and business and how business can influence governments
- Government regulation of business organisations
- Demographic change and implications for workforce, pensions, sustainable communities and organisations

BUSINESS COMMUNICATIONS

The Business Communications module provides students with the toolkit and knowledge required to communicate effectively in a business context. The module examines a range of communication methods from theory through to practical application. It provides understanding of how to communicate within organisations and with the external world, how to make the most of presentational skills, negotiating skills, briefing skills, and how to use different business documents from minutes to business plans and spreadsheets. It also explores the effects, benefits and challenges of information technology on workplace communications.

SYLLABUS

Communication Theory

- What is communication?
- Why do we communicate?
- How do we communicate?
- Methods of communication
- Effective communication

Communication in the Workplace

- Organisational communications
- Customers and clients
- Marketing

Verbal Communication

- Meetings
- Public speaking
- Using the telephone
- Briefings and presentations
- Persuasion and negotiation

Written and Numeric Communication

- The writing process
- Forms of written and numeric communication
- Numeric communications and formats Records management

Communication and IT

- The IT revolution
- Effects, benefits and challenges of IT
- New technologies for communication

ACCOUNTING FOR BUSINESS

The Accounting for Business module lays down the basics of accounting that students need to enable them to understand and use basic financial information. It provides an accessible introduction to all financial aspects of managing and measuring business performance and provides essential knowledge of the regulatory frameworks within which all business organisations must work.

It looks at how profit and loss accounts, cash flow statements, balance sheets and budgets are constructed using both simple manual and computerised systems and what these tell us about the financial health of organisations.

SYLLABUS

Accounting and Finance

- The role of accounting in business
- Accounting information
- Financial accounting and management accounting
- Core accounting concepts
- The regulatory framework

Recording and Reporting Business Activity

- The accounting equation
- Recording business transactions in ledger accounts
- Profit and loss accounts and balance sheets
- Computerised systems

Using Financial Information

- Cash management
- Cash flow
- The working capital cycle
- Costs and cost information
- Break-even analysis
- Manage business resources

Using Budgets and Managing Business Resources

- Preparing budgets
- Using budgets

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BUSINESS MANAGEMENT

The Business Management module looks at organisations from a management and human resources perspective. It focuses on management structures, organisational cultures, decision-making, leadership, and key areas of human resource management such as job design and recruitment, managing conflict, and disciplinary and grievance procedures. The effects of change, and in particular developments in IT, on the workforce and the workplace are also examined. Throughout, there is a strong emphasis on self management and personal development.

SYLLABUS

Organisations

- Organisation structure and design
- Goals and objectives
- Culture/ethics and values
- Decision-making and planning

Leadership

- The role of the manager

- Individuals and groups
- Influence and power
- Performance management and development
- Motivation and reward

Human Resource Management

- Job satisfaction and job design
- Recruitment and selection
- Equality and diversity
- Managing conflict
- Stress and lifestyle management
- Disciplinary and grievance procedures

Managing Yourself

- Personal organisation and effectiveness
- Time management

Technology in the Workplace

- The changing context of work
- Information systems and skills
- Managing change

IBAM DIPLOMA IN BUSINESS PRACTICE MODULES

BUSINESS LAW IN PRACTICE

The Malaysian Business Law in Practice module develops the legal principles outlined on the IBAM Certificate module in the Business Environment and prepares students to communicate legal information effectively in the context of business transactions, statutory requirements, and company compliance with statutory requirements. The module also identifies the legal relationships between an organisation's stakeholders (directors, shareholders, employees, customers), and concludes with an examination of assessing and managing risk, insurance and internal control.

SYLLABUS

Best Practice: Stakeholder Relations

- Directors, shareholders and company officers
- Employees and employment legislation
- Whistleblowing

Best Practice: Conducting Business Ethically

- Social responsibility
- Credit and consumer protection legislation
- Trading laws
- Product liability
- Patents, trademarks and passing off

Best Practice: Business Transactions

- Contracts and liability
- Agency

Company Compliance

- Companies Act compliance
- Health and Safety
- Data protection
- Competition
- Tax
- Environmental protection
- Implications of failure to comply

Managing Risk

- Risk assessment and management
- Internal control
- Insurance and risk

MARKETING

The Marketing module provides students with a sound knowledge and understanding of key marketing principles, concepts, problems and solutions. Students will appreciate the importance of marketing and marketing planning for all business organisations and environments and their importance in achieving business and organisational objectives. The module also explores in detail the marketing process in practice: market segmentation and marketing intelligence, the marketing mix, marketing tools and marketing communications.

SYLLABUS

The Marketing Environment

- Matching customer needs and organisational resources
- Product, sales and marketing orientation
- The development of marketing and the growth of consumerism
- Marketing in different environments
- Social and ethical responsibilities in marketing

Marketing Strategy and Planning

- Marketing as part of organisational planning
- The marketing planning process
- Marketing audit (including PESTLE, Porter and SWOT)
- Product/market strategies and risk
- Setting marketing objectives (SMART)
- Monitoring and controlling the marketing plan

Market Identification

- The role and scope of marketing intelligence
- The marketing research process
- Market segmentation
- Sources of market data
- Evaluating target markets

The Marketing Mix

- The marketing mix (4Ps) and the shift to the 7Ps
- People, physical evidence and process management
- Marketing services, and to other countries
- Product
- Price
- Place

Marketing Communications

- Communications process model
- Understanding buyer behaviour
- Building relationships with stakeholders
- The promotional mix

IBAM DIPLOMA IN BUSINESS PRACTICE MODULES

BUSINESS FINANCE

The Business Finance module builds upon the knowledge and techniques in the IBAM Certificate Accounting for Business module and develops these to a higher level. Students learn how to prepare financial statements for a limited company and about simple financial decision-making such as costing and pricing decisions and measuring economy, efficiency and effectiveness of a company. They will also learn how organisations are financed and the principles of working capital management. The Business Finance module explains what students need to know about financing organisations at an intermediate level.

SYLLABUS

Financial Objectives, Accounting Information and Stakeholders

- The primary objectives in accounting
- Linking organisational objectives and accounting information
- Stakeholders and accounting information needs

Financial Statements

- Profit and loss account and balance sheet (limited company/ internal use)
- Intangible fixed assets
- Annual report and accounts (limited company)

Analysis and Decision Making

- Marginal costing
- Cost-volume-profit (CVP) analysis
- Pricing decisions and transfer pricing
- Accounting ratios
- Measuring economy, efficiency and effectiveness

Financial Planning and Control

- Annual budgets and strategic objectives
- Functional budgets and the master budget
- Fixed and flexible budgets
- Capital investment decisions
- Standard costing and variances

Financing the Organisation

- Sources of long-term finance
- Sources of short-term finance
- Financial gearing
- Cost of capital and weighted average cost of capital
- Working capital and working capital ratios

BUSINESS STRATEGY AND PLANNING

The Business Strategy and Planning module develops themes from a number of IBAM Certificate modules and extends students' knowledge of strategic analysis tools such as PESTLE and SWOT. Business strategy concerns the overall pattern that integrates an organisation's purpose, major goals and objectives, and its actions into a cohesive whole. This module looks at how various types of organisation set objectives, introduces a range of strategy models and the key principles behind them, and looks at strategic analysis and the effects of both the internal and external environment on strategy and planning within an organisation. It also covers issues relating to strategic choice and the methods different organisations use to evaluate success, the essential principles behind putting strategy into action, preparing a business plan, and how strategic change is implemented and managed effectively.

SYLLABUS

Introduction to Strategy

- Strategy models
- Setting organisational purpose: mission and objectives
- The nature of stakeholder expectations
- Strategy in different types of organisation

Strategic Analysis

- The external environment, PESTLE framework
- The internal environment, strategic capability, SWOT

Strategic Evaluation and Choice

- Prioritising strategic options
- Success criteria
- Corporate strategies: portfolio management; diversification
- Business level strategy

Strategy into Action

- Components of planning and control
- Preparing the business plan

Managing Strategic Change

- Implementing the plan
- Measuring progress and effectiveness