



GABM

Global Academy of
Business & Management

GABM Global Academy of Business and Management is most renowned online academy offering graduate and designation qualification's, short courses and mini-MBA in 10 management specializations through quality education and management certification around the world.

BUSINESS MANAGEMENT

Programme specification and Study guide



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FOREWORD

It is not expected that all answers will be found in this text. Unforeseen question will arise and answers will be needed. Students should begin addressing their questions to office of the executive education and professional certification of the academy. In most cases the student's academy officer or director or graduate secretary or associate director will be able to provide the required information. Complex issues may require further advice or action from the academy board or commission.

Please note that in order to develop and improve the course, it may be necessary on occasions to amend or revise the details given in this course guide. We are pleased to hear your views and welcome suggestions for ways of improving the operation of the course.

ABOUT THIS GUIDE

This course guide has been designed to help you plan your course. You are encouraged to read this guide through now. It will be a considerable advantage to you to be familiar from the outset with the various aspects of your study that are described. It may be that the relevance of some of the sections will not be immediately obvious. Keep it somewhere accessible, so that you can refer to it as needed.

This programme specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

WELCOME

On behalf of GABM Global Academy of Business and Management Team I would like to extend to you a very warm welcome and wish you every success in your studies at GABM.

The Academy experience and academic success is all about the effort you put into learning and making the most of the wide range of opportunities available to you. We welcome students who are eager to think for themselves to take control of their own learning and who are ready to get involved in developing the skills required in a highly competitive job market.

You will need to demonstrate good time management skills, independent learning, flexibility and discipline in order to achieve a study work-life balance. We believe it is important that you are encouraged to make your own contribution to the effective operation and development of your chosen course. We are, therefore keen to hear your views and would welcome any suggestions that you may have about ways of improving any aspect of your course and / or the student experience here at GABM Global Academy.

I congratulate on securing your place on our GABM Global academy qualifications. I hope you find your time with us demanding, rewarding and enjoyable. The programme has been developed following themes implemented upon various professional training and management development courses.

Our training and education aimed at enhancing the skills of qualified professionals, engineers and managers. Our qualification formalizes this training and education into a full academic qualification, for which there is a strong demand both in India and Overseas.

May I wish you the very best of luck in your training, education and indeed in your career.

BUSINESS MANAGEMENT

Summary Programme Details

GRADUATE QUALIFICATION

| Title of the qualification award (1) | | Graduate certificate in Business Management |
|--|--|---|
| Credits Points | | 200 |
| Level of award | | 5 (refer Global academy qualifications framework for more info) |
| Entry Requirements | | Secondary school / Graduate/ Fresher's |
| Modules | | 7 Core |
| Electives | | 3 Electives |
| Fees | | Indian Students : 12,999 / - Rs (including GST) International Students : 200 (USD) |
| Title of the qualification award (2) | | Graduate Diploma in Business Management |
| Credits Points | | 260 |
| Level of award | | 5 (refer Global academy qualifications framework for more info) |
| Entry Requirements | | Bachelor Degree / Final year students can apply |
| Modules | | 10 Core |
| Electives | | 3 Electives |
| Fees | | Indian Students : 14,999 / - (including GST) International Students : 250 (USD) |

DESIGNATION QUALIFICATIONS

| Designation Title | Certified Business Professional (CBP) |
|--------------------|--|
| Credit points | 360 Points |
| Level of award | 6 (refer Global academy qualifications framework for more info) |
| Entry Requirements | Bachelor degree with Graduate certificate from GABM. |
| Modules | 10 Core and 3 electives with PR |
| Fees | Indian Students : Rs. 14,999 / - (including GST) International Students : 300 (USD) |
| Designation Title | Certified Business Manager (CBM) |
| Credit points | 360 (all Modules core and electives) with PR |
| Level of award | 6 (refer Global academy qualifications framework for more info) |
| Entry Requirements | Bachelor degree with 2 years' experience |
| Fees | Indian Students : Rs. 18,999 / - (including GST) International Students : 350 (USD) |
| Designation Title | Certified Business Director (CBD) |
| Credit points | 360 (all Modules and electives) with PR |
| Level of award | 7 (refer Global academy qualifications framework for more info) |
| Entry Requirements | Bachelor degree with 5 years' experience |
| Fees | Indian Students : 24,999 / - Rs (including GST) International Students : 400 (USD) |

SUMMARY PROGRAMME DETAILS (CONT.)

VALIDATION

| | |
|------------------------------|--|
| Validating Institution | GABM Global Academy of Business and Management |
| Date of Last Validation | October 2020 |
| Date of next periodic review | October 2023 |

PROFESSIONAL ACCREDITATION

| | |
|--------------------------------------|---|
| Accrediting body: | American Management Institute (AMI) |
| Date of last programme accreditation | October 2022 |
| Date of next periodic review | September 2023 |
| Accrediting body: | International Accreditation organization |
| Date of last programme accreditation | October 2020 |
| Date of next periodic review | October 2025 |
| Accrediting body: | European accreditation council for online learning |
| Date of last programme accreditation | October 2022 |
| Date of next periodic review | September 2023 |
| Accrediting body: | United states distance learning association |
| Date of last programme accreditation | October 2022 |
| Date of next periodic review | September 2023 |
| Accrediting body: | The international association for continuing education and training |
| Date of last programme accreditation | October 2022 |
| Date of next periodic review | September 2023 |
| Accrediting body: | International accreditation bureau for distance learning |
| Date of last programme accreditation | September 2022 |
| Date of next periodic review | September 2023 |

LEARNING MATERIAL APPROVAL

| | |
|------------------------------|--|
| Approving and Reviewing Body | American Management Institute (AMI) |
| Status | Approved |
| Approving and Reviewing Body | World certification Institute |
| Status | Approved |
| Approving and Reviewing Body | The CPD Certification Service, UK |
| Status | Approved |
| Approving and Reviewing Body | CPD Group , UK |
| Status | Approved |
| Approving and Reviewing Body | International Board of Certified Trainers (IBCT) Netherlands |
| Status | Approved |

PROGRAMME OVERVIEW

RATIONALE

The business management programme trains future managers and helps them to acquire professional and personal skills needed to manage a company in the most efficient way. Students will be able to make decisions in global environment.

PROGRAMME DESCRIPTION

Make the move into the fast paced world of international commerce with a degree designed to give you cutting edge knowledge of global management issues.

In today's globalized economy, the ability to think and work across boundaries and borders is imperative.

Taking a multidisciplinary approach, drawing on economics, finance, organizational theory, marketing and human resource management, you examine area of international business and management in depth, including economic, financial technological, marketing and managerial issues facing multinational enterprise. This allows you to apply your skills anywhere in the world.

QUALIFICATION FRAMEWORK

The Programme maps closely to the Global academy qualifications framework prepared by GABM office of executive education and professional certification.

ENTRY REQUIREMENTS

Entrants to this programme are normally required to have attained the following.

- Applicants should either have at least Secondary school or entry to bachelor degree for Graduate certificate
- Students who have completed bachelor degree / fresher or final year students can apply for Graduate diploma.
- Bachelor degree with one of the graduate certificate from GABM for Professional certificate
- Bachelor degree with 2 years' experience for Managerial certificate.
- Bachelor degree with 5 years' experience for Director Certificate.
- A good honors degree or equivalent in a relevant subject or equivalent industrial and work experience in construction management or other related field.

WHAT IS BUSINESS MANAGEMENT

Business management is a general term that covers a range of business areas, including marketing, accounting, economics management, entrepreneurship. The success of business not only depends on great products or services but also requires a strong leadership team. Prepare for a career in business with a business management credential and you'll be equipped with the skills to succeed in today's competitive business world.

WHAT CAN I EXPECT FROM A BUSINESS MANAGEMENT QUALIFICATION

- Learn from industry and real world business scenarios.
- Choose to specialize in your preferred business area of interest, from marketing to human resource management to finance management.
- Gain valuable on the job experience.
- Be exposed to future employers through industry skills.
- Graduate with an accredited degree.

WHAT SKILLS WILL I DEVELOP

Career opportunities include,

- Critical thinking.
- Report writing
- Numeracy
- Communication.
- Problem solving.
- Decision making
- Project management.

CAREER PATHS

Since business management is such a broad field, many students pursue a concentration aligned with their career goals. Earning a career specific concentration can help graduates impress employers and land specialized positions. Students may focus on an area such as project management, non-profit management, or human resource management. Learners interested in working at an investment bank or insurance company can also pursue a concentration in financial management. The list features some common career paths.

- | | |
|--------------------------------|-----------------------------------|
| ● Actuarial analyst | ● Arbitrator |
| ● Business Development manager | ● Business Advisor |
| ● Corporate investment banker | ● Chartered management accountant |
| ● Data Scientist | ● Data Analyst |
| ● Insurance underwriter | ● Forensic accountant |
| ● Project manager | ● Management consultant |
| ● Stockbroker | ● Risk Manager |
| | ● Supply chain manager |

JOBS WHERE YOUR DEGREE WOULD BE USEFUL

- Construction manager
- Cost Lawyer
- Human resource officer
- Marketing executive
- Retail manager
- System analyst
- Environmental engineer
- External auditor
- Logistic and distribution manager
- Mortgage advisor
- Sales executive
- Urban designer

Experts say that a business management degree is a marketable credential for each of the following positions.

- Accountant
- Business Analyst
- Executive
- Financial Director
- Investment Banker
- Marketing Analyst
- Nonprofit Manager
- Talent acquisition specialist
- Vice president of finance
- Banker
- Compensation Analyst
- Financial Analyst
- Human resource manager
- Management consultant
- Marketing Director
- Private equity analyst of associate
- Sales representative
- venture capital analyst
- Vice president of marketing

WHY PURSUE A CAREER IN BUSINESS MANAGEMENT

Enterprise and public sector organizations continue to need capable professionals with business management degrees. From the perspective of opportunity and earning potential, these degrees rank amongst the most versatile and valuable educational credentials a person can hold. Those well-suited to careers in business management share several distinct characteristics. Sound analytical and decision making skills are crucial helping good business managers make confident decisions based on available information. Commitment, integrity, creativity and an enduring willingness to work hard also bode well for those working towards business administration and business management careers.

BUSINESS MANAGEMENT CAREER OUTLOOK.

Graduates with a business management degree may qualify for many different careers and benefit from high levels of demand in virtually every industry. Business is a highly competitive field at a management and executive levels, but the sheer volume of opportunity offsets fierce competition for top jobs. Enterprise of all sizes and types need the expertise and leadership that strong, well trained business managers provide.

WHO SHOULD ATTEND

- Graduates and professionals who wish to expand their employability horizons.
- Experienced professionals who want to take a new task and responsibilities.
- Companies seeking staff training.
- Graduates in vocational training and higher education in area business seeking practical preparation to enter the workforce.

PROGRAMME PROGRESSION

All modules on this Programme are set at Global academy qualification framework level 6 (Masters level) and there are no co-requisites or prerequisites in the study programme. Assessments are conducted in accordance with the GABM General and Academic Regulations for Students and the GABM Postgraduate Programme Assessment, Progression and Award Regulations.

AWARDS

- Graduate certificate in Business management
- Graduate Diploma in Business management
- Certified Business professional (CBP)
- Certified Business Manager (CBM)
- Certified Business Director (CBD)

Awards are conferred in accordance with the GABM General and Academic Regulations for Students and the GABM Postgraduate Programme Assessment, Progression and Award Regulations.

LEARNING AND TRAINING METHODS

The Human Resource management programme uses a number of different assessment techniques that will allow you to demonstrate your understanding of concepts and issues covered. These may be broadly categorized as ‘coursework’ which may be in the form of individual or group assignments, practical problem-solving exercises and presentations. It should be emphasized that the purpose of assessment is not only grade you, and provide information to facilitate management of the course, but also to provide feedback to you. In this manage it accordingly. You should keep all the returned assessment work in a file as you may have to submit this at the end of the programme for the academy to assess. Individual model leaders will distribute information on the methods of assessment used, and their weighing at the start of each module.

ASSESSMENT STRATEGY

The assessment strategy for each module will be outlined within the module. The modules will be assessed as coursework. Each of the assessments that you complete will assess a series of learning outcomes defined in the modules. Note that within some modules you may complete assessments that do not carry marks, these are termed formative and are an opportunity for you to gain feedback on your progress that will help you in your summative (marks carrying) assessments.

NOTIFICATION OF ASSIGNMENTS

The assessment strategy for each module will be outlined within the module. The modules will be assessed as coursework. Each of the assessments that you complete will assess a series of learning outcomes defined in the modules. Note that within some modules you may complete assessments that do not carry marks, these are termed formative and are an opportunity for you to gain feedback on your progress that will help you in your summative (marks carrying) assessments.

REFERENCING

For most of your assignments you will be expected to do some further reading and you are required to think and produce increasingly original work, around the work of others. You need to give suitable credit to those that have produced the work that you are using.

The default referencing is the GABM referencing system (a guide to this system can be found on the course space, accessed through the student portal). Please use this unless you are directed differently within your assignment brief.

FEEDBACK FOLLOWING ASSESSMENTS

You will be provided with generic feedback for in module formative and summative elements of assessment which contribute to a module within 15 working days of the scheduled submission date. Generic feedback on end of module assessment will be made available within 15 days of publication of results. Feedback may be oral, written, posted on a website or other.

The module tutors have a variety of methods for helping you to improve your performance. They will often give you direction prior to the deadline in the form of feed forward pointers based on their experiences of delivering similar learning and assessment before use this to gain a better understanding of what is expected of you.

STUDY SUPPORT

INDUCTION MODULE

All students are expected to complete the non-credit bearing Induction Module before the programme commences. The Induction Module is designed to equip students with the skills they need to study at GABM. The topics covered include:

- Studying at a distance
- Understanding your learning style
- How to manage your time
- Reading actively and critically
- Introduction to the e-library
- Developing academic writing
- Writing in your own words - a guide to how to reference your work

The resources within the Induction Module are available to students throughout the duration of their study with GABM.

STUDENT LEARNING SUPPORT

The Programme is delivered via the online and distance learning and support is provided online giving students' access to GABM tutors and other students worldwide.

The GABM Programme administrator or Director of the academy will act as the main point of contact to students throughout the duration of their Programme. The academic team will guide and support students' learning. Other GABM teams provide support for assignments, exams and technical issues.

Each student, whatever their location, will have access to a wealth of library and online materials to support their studies.

ENGLISH LANGUAGE SUPPORT

English is the common language for all programmes. It is appreciated that some students will need additional support. Therefore, the GABM provides learning resource to help students whose first language is not English.

ASSESSMENT

Assessment for the course is based primarily on coursework. In some modules tests are used to confirm knowledge and understanding of core concepts. In modules where enquiry-based learning is used, the scenarios adopted will provide the vehicles for the coursework. For the dissertation / thesis module, the assessment is based on an individual piece of research conducted by the student and culminating in the submission of a dissertation / thesis.

ACADEMIC PERFORMANCE

Students will receive a written evaluation of their academic progress, performance and professional potential. This evaluation will assist students to define their strength and weakness allowing the student to work on improving the weaker performance areas.

COURSE / MODULE WAIVER

Students requesting course waivers must compile suitable documentation for how the proposed course is comparable. Suitable documentation may include but is not limited to course syllabi, examinations, term papers, bibliographies, textbooks, reading lists and lecture notes. Lack of suitable documentation may result in denied request. Once documentation is compiled, students will request written permissions from their committee and the instructor of the course to be waived. After completing the proceeding steps, students must submit all materials to the academy.

CREDIT SHARING POLICY

If your programme includes more than 200 points, then you may share up to 30% of the total credits with another graduate or designation qualification credential.

INFORMATION ABOUT ASSESMENT REGULATIONS

GABM Global academy of business and management assessment regulations apply to this programme.

PARTICULAR SUPPORT FOR LEARNING

- Learning enhancement team
- Learning resources
- Programme handbook and module handbooks
- Access to progression and support advisors
- Mygabm

REFERENCE POINTS

- Programme specification guidelines.
- GABM student handbook
- Global Academy qualifications framework
- GABM policies and procedures

PROGRAMME AIMS

INTRODUCTION

The programme of study will be directed towards the attainment, assessment and evaluation of knowledge and skills required by you for your personal and on-going career development.

Through the curriculum the course team have designed a programme of study that aims to,

- Provide a programme that has a vocationally oriented curriculum which utilizes different domains of knowledge to understand the practice of business management.
- Provide a learning experience which students find challenging and stimulating and which enables them to enhance their career potential and employability through the development of their own learning capabilities.
- Provide a context in which independent thinking and critical awareness is enhanced allowing a richer appreciation of the complexities of contemporary business management.
- Encourage engagement in business and management research in general.

STUDENTS OUTCOMES AND OBJECTIVES

This programme will provide students with an understanding of the basic theories and principles by which businesses are organized and managed in modern society. They will demonstrate competency by analyzing management functions, principles and processes that contribute to the achievement of organizational heads. The students will understand the elements of a business plans and its effect on the success of small business.

- Oral Communication - Students will demonstrate effective oral presentation skills
Written Communication - Students will demonstrate effective business writing skills
- Information Technology - Students will demonstrate effective use of IT skills in the areas of information search, word processing, use of spreadsheets, and presentation software
- Analytical Thinking & Problem-Solving - Students will demonstrate the ability to evaluate, analyze and interpret information to make reasoned business decisions
- Ethics - Students graduating with a BADM degree will be able to identify an ethical dilemma and make an appropriate recommendation to address it
- Teamwork - Students will demonstrate the ability to collaborate as a team to achieve a common objective
- Globalization - Students will demonstrate knowledge of how organizations are affected by globalization
- Business Functional Areas - Students will be able to apply basic business concepts of accounting, finance, human resource management, management, marketing, supply chain management, and management information systems in evaluating business issues.

LEARNING OUTCOMES

A. KNOWLEDGE AND UNDERSTANDING LEARNING OUTCOMES

Upon successful completion of the programme you should be able to demonstrate that you have achieved a number of key learning outcomes to a level appropriate for the award of graduate or designation qualifications of the academy.

In particular, you should be able to show that you can,

- Evaluate principles underpinning business management and critically evaluate related concepts and theories.
- Select business management concepts to apply to a range of creative problem solving methods drawing appropriate conclusions.
- Plan a range of strategies and approaches that can be adopted to become a more reflective and active learner.
- Compose, assemble and communicate innovative responses to organizational problems and issues.
- Critique strategy and policy development within the business management context.
- To communicate a knowledge, understanding and critical evolution of the body of knowledge and research relating to business management including management theory and practice, HRM, account and finance, marketing business environment, strategy and change management, cross- cultural management, business and management ethics, teamwork, leadership.
- To communicate a knowledge, understanding and critical evaluation of business and management research methodologies and methods.

TEACHING/LEARNING METHODS AND STRATEGIES

Module delivery follows a standard format incorporating a range of subject appropriate resources suitable for the online distance learner. This may include, but is not limited to, video visual presentations, interactive case studies and online journals. Modules will be supported by a core e- book.

In the Postgraduate Research Project module, self-directed learning and problem solving combined with supervisor consultation further enhances knowledge and understanding, focusing on students' own chosen research topics.

Throughout the programme, students are encouraged to undertake independent study and enquiry to broaden their knowledge and understanding of the subject.

ASSESSMENT METHODS

Formative assessment opportunities and feedback are provided throughout the programme. These vary in format and may include self-assessment assignments and tutor guided discussion. All are designed to motivate and support the student. Summative assessment methods and formats vary across the modules and are appropriate to the module and its stated learning outcomes.

B. COGNITIVE SKILLS LEARNING OUTCOMES

By the end of the Programme students should be able to demonstrate how to:

- To collect and analyze information in order to synthesize it into a form that enables complex management situations to be evaluated and addressed.
- To understand and be able apply appropriate techniques and skills to allow detailed investigation into relevant business and management issues.
- To generate, evaluate and implement creative solutions in business management contexts.
- Categorize the main activities of business management.
- Appraise internal and external factors which impact upon business organizations.
- Critically appraise operational and strategic techniques within business organizations.
- Identify and analyze business management issues in relation to international environments sustainability and social responsibility.

TEACHING/LEARNING METHODS AND STRATEGIES

Students learn cognitive skills through working through a series of real life problems and seeking solutions by reading and interpreting research articles, by listening and discussing a series of topics and theories, by identifying suitable research articles to support their learning and their dissertation, and by applying theory to a specific problem and producing a significant piece of work based on their analysis.

ASSESSMENT METHODS

Students cognitive skills are assessed by course-work which requires them to access data analyze and interpret it and write reports. Also the planning, implementation and production of report will give students ample opportunity to think, plan and identify their weakness and work through these to solve specific problems.

C. PRACTICAL AND PROFESSIONAL SKILLS LEARNING OUTCOMES

By the end of the Programme students should be able to demonstrate how to

- Select, collate, analyze and synthesize information from a range of source.
- Interpret and critically review theoretical, research and experiential data.
- Critically and creatively relate conceptual material to practical applications and developments.
- Plan and conduct individual research projects and communicate the outcomes.
- To engage in postgraduate level academic and applied investigations within the field of business and management.
- To engage in project work at a professional level integrating prior experience and contemporary knowledge.
- To plan, implement and report on an extended programme of individual research into a contemporary business and management issues, problems or field of study.

TEACHING/LEARNING METHODS AND STRATEGIES

Students are encouraged to share knowledge and ideas in relation to financial and accounting management. A range of online activities require students to analyze given information and make reasoned decisions.

ASSESSMENT METHODS

A range of formative assessment activities are utilized to help develop the ability to analyze problems and provide reasoned advice.

Summative assessment tests that the students have formulated appropriate strategies for financial and accounting management

D. KEY TRANSFERABLE SKILLS LEARNING OUTCOMES

By the end of the Programme students should be able to demonstrate how to:

- Apply a range of communication methods and abilities appropriately and in context.
- Collate, evaluate and transfer knowledge and information.
- Work independently and as an effective member of a team.
- Manage own and contribute to others personal and professional learning and development and growth.
- To apply key personal, social, technical and other transferable skills relevant to employability within a management context, including communication, team-working leadership and critical and creative thinking.
- To be able to learn through reflection on practice and experience in order to facilitate your personal and professional development.

PROGRAMME STRUCTURE

| Module Code | Module | Core / Elective | |
|-------------|---|-----------------|----|
| BM - 101 | Management Concepts - Functions, theories, and skills. | Core | 20 |
| BM - 102 | Characteristics of Business | Elective | 20 |
| BM - 103 | Social and ethical environment of business | Core | 20 |
| BM - 104 | Economic Environment of Business | Core | 20 |
| BM - 105 | International environment of business | Core | 20 |
| BM - 106 | Proprietorships , partnerships, corporate forms of business | Elective | 20 |
| BM - 107 | Legal aspects and business taxes of business | Core | 20 |
| BM - 108 | Organization structure | Core | 20 |
| BM - 109 | Managing change | Elective | 20 |
| BM - 110 | Leadership | Elective | 20 |
| BM - 111 | Team Management | Elective | 20 |
| BM - 112 | Negotiation skills and conflict resolution | Core | 20 |
| BM - 113 | Financial Management | Core | 20 |
| BM - 114 | Marketing Management | Core | 20 |
| BM - 115 | Human Resource Management | Core | 20 |
| | | | 20 |

DISTINCTIVE FEATURES OF THE PROGRAMME

- The Induction Module.
- The flexibility to choose the start date.
- Syllabus maps fully to the Global Academy Qualifications Framework.
- The flexibility for students to choose the pace of their study.
- The ability to interact with students from different Programmes and in varied geographical locations locally and internationally via the Mygabm.
- International professional, personal and academic networking opportunities.
- The programme and its syllabus is internationally recognized.
- Availability of interim awards either Graduate Certificate or Graduate Diploma.
- Availability of Designation Qualifications in Construction Management.

PROGRAMME CURRICULUM MAP

| Module Code | Graduate Certificate | Graduate Diploma | Certified Business Professional | Certified Business Manager | Certified Business Director |
|---|----------------------|------------------|---------------------------------|----------------------------|-----------------------------|
| Management Concepts - Functions, theories, and skills. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Characteristics of Business | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social and ethical environment of business | ✓ | ✓ | ✓ | ✓ | ✓ |
| Economic Environment of Business | ✓ | ✓ | ✓ | ✓ | ✓ |
| International environment of business | ✗ | ✓ | ✓ | ✓ | ✓ |
| Proprietorships , partnerships, corporate forms of business | ✗ | ✗ | ✗ | ✓ | ✓ |
| Legal aspects and business taxes of business | ✓ | ✓ | ✓ | ✓ | ✓ |
| Organization structure | ✓ | ✓ | ✓ | ✓ | ✓ |
| Managing change | ✓ | ✓ | ✓ | ✓ | ✓ |
| Leadership | ✓ | ✓ | ✓ | ✓ | ✓ |
| Team Management | ✗ | ✗ | ✗ | ✓ | ✓ |
| Negotiation skills and conflict resolution | ✗ | ✓ | ✓ | ✓ | ✓ |
| Financial Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketing Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Human Resource Management | ✗ | ✓ | ✓ | ✓ | ✓ |
| Assignments | ✓ | ✓ | ✓ | ✓ | ✓ |
| Project Report - 100 Points | ✗ | ✗ | ✓ | ✓ | ✓ |
| Credit Points | 200 | 260 | 360 | 400 | 400 |

ASSESSMENT PATTERN

The GABM global academy consists of variety of assessment modes.

- Assessed assignments (in essay , report, problem, case studies or short question format)
- Written examination papers.
- Project report submission.

The exact combination of assessment vary from programme to programme and from module to module.

| Graduate certificate in Business management | 1 Assignment | 200 |
|--|--|------------|
| Graduate Diploma in Business management | 2 Assignments | 260 |
| Certified Business Professional (CBP) | 3 Assignments | 360 |
| Certified Business Manager (CBM) | 3 assignments with project report | 400 |
| Certified Business Resource Director (CBD) | 3 assignments with project report | 400 |

Note: Assignments and patterns are subject to change without notice; candidates are required to contact office of executive education and professional certification of the academy for respective programme before start of the course.

MODULE DESCRIPTIONS

| | |
|-------------------------|--|
| Module Code | BM - 101 |
| Module Title | Management Concepts - Functions, theories, and skills. |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
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MODULE DESCRIPTION

This module is an Introduction to Management Concepts - Functions, theories, and skills.

MODULE LEARNING OUTCOMES

- Define the term Management, its nature and purpose
- State the difference between Managers and Leaders using examples
- Describe the classification of management roles by Henry Mintzberg
- Illustrate management model and explain the functions of management
- Describe the roles and skills of management
- Describe the principles of scientific management by Fredrick Taylor
- Explain the key principles of management by Fayol and Urwick
- Discuss the criticism on scientific management and classical approach to Management
- List the characteristics of bureaucratic organizations and discuss criticism on this form of management
- Discuss the Hawthorne experiments on human relation approach, their significance and implications.
- Discuss critically the relevance of these experiments for management and organizational behavior.
- Discuss Theory X and Theory Y including their implication and differences
- Explain the effects of operations research in business sciences

MODULE SYLLABUS

| | |
|----|--|
| a. | Definition of leadership, management , supervision |
| b. | Classical theories of management |
| c. | Scientific and classical theories of management |
| d. | Principles of organization |
| e. | Human relations theories of management |
| f. | Other theories of management |
| g. | Management Skills |

MODULE DESCRIPTIONS

| | |
|-------------------------|-----------------------------|
| Module Code | BM - 102 |
| Module Title | Characteristics of Business |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Characteristics of Business.

MODULE LEARNING OUTCOMES

- Explain the nature of business activities.
- Describe the general types of businesses.
- Describe how innovations affect businesses.
- Identify the impact global competition has had on businesses.-
- Discuss ways in which businesses can improve their business practices
- Identify two ways a nation measures its economic growth and prosperity.
- Describe the benefits of business
- Ownership to the nation and individuals.

MODULE SYLLABUS

| | |
|----|---|
| a. | The nature of Business |
| b. | Types of Business |
| c. | Changes effecting business |
| d. | Impact of global competition on business |
| e. | Achieving effectiveness and efficiency |
| f. | The contribution of business |
| g. | Business growth and prosperity |
| h. | Gross domestic product (GDP) and Individual wellbeing |
| i. | Business ownership |
| j. | Risks in ownership |
| k. | Obligations of ownership |
| l. | Studying business principles and management |

MODULE DESCRIPTIONS

| | |
|-------------------------|--|
| Module Code | BM - 103 |
| Module Title | Social and ethical environment of business |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
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MODULE DESCRIPTION

This module is About social and ethical environment of business.

MODULE LEARNING OUTCOMES

- Define the term Management, its nature and purpose
- State the difference between Managers and Leaders using examples
- Describe the classification of management roles by Henry Mintzberg
- Illustrate management model and explain the functions of management
- Describe the roles and skills of management
- Describe the principles of scientific management by Fredrick Taylor
- Explain the key principles of management by Fayol and Urwick
- Discuss the criticism on scientific management and classical approach to Management
- List the characteristics of bureaucratic organizations and discuss criticism on this form of management
- Discuss the Hawthorne experiments on human relation approach, their significance and implications.
- Discuss critically the relevance of these experiments for management and organizational behavior.
- Discuss Theory X and Theory Y including their implication and differences
- Explain the effects of operations research in business sciences

MODULE SYLLABUS

| | |
|----|--|
| a. | Human resource, population, labor force. |
| b. | Poverty, equal employment, |
| c. | Comparable growth |
| d. | Societal values |
| e. | Ethical Issues |
| f. | Business ethics and social responsibility of business. |

MODULE DESCRIPTIONS

| | |
|-------------------------|----------------------------------|
| Module Code | BM - 104 |
| Module Title | Economic Environment of Business |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Economic Environment of Business.

MODULE LEARNING OUTCOMES

- Describe economic concepts that apply to satisfying economic wants.
- Explain the role of capital formation in an economy
- Discuss three economic systems and three economic-political systems.
- Explain why a business considers the economic-political system of a country
- Describe why private property is important to capitalism.
- Describe how prices are set in a capitalistic system.
- Explain how economic growth can be promoted and measured.
- List basic economic problems that exist and state what government can do to correct the problems

MODULE SYLLABUS

| | |
|----|--------------------------------------|
| a. | Satisfying our economic wants |
| b. | Capital formation |
| c. | Types of economic systems |
| d. | Types of economic- political systems |
| e. | Capitalism, socialism, communism |
| f. | Fundamentals of capitalism |
| g. | Private property |
| h. | Price setting |
| i. | Competition and income distribution |
| j. | Measuring economic growth |
| k. | Identifying economic problems |
| l. | Correcting economic problems. |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------------------|
| Module Code | BM - 105 |
| Module Title | International environment of business |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About International environment of business

MODULE LEARNING OUTCOMES

- Describe the nature, growth, and importance of international trade and investment.
- Explain the reasons for the growth of international business.
- Distinguish between the different forms through which international business is conducted.
- Describe the policies, rules, and laws that governments use to affect international trade and investment
- Explain two theories of international trade.
- Discuss the concepts of balance of trade and balance of payments.
- Consider career opportunities in international business and understand the factors related to being sent abroad on assignment

MODULE SYLLABUS

| | |
|----|--|
| a. | The scope of international business |
| b. | Extent of international trade |
| c. | Trade Investment and the economy |
| d. | Reasons for growth in international business |
| e. | Forms of International business |
| f. | Government Policies |
| g. | Currency values and cultural differences |
| h. | Theories of international trade |
| i. | Balance of trade |
| j. | Career opportunities in international business |

MODULE DESCRIPTIONS

| | |
|-------------------------|---|
| Module Code | BM - 106 |
| Module Title | Proprietorships , partnerships, corporate forms of business |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Proprietorships, partnerships, corporate forms of business.

MODULE LEARNING OUTCOMES

- Describe the characteristics of successful entrepreneurs.
- Discuss the responsibilities of owning your own business
- Explain the advantages and disadvantages of proprietorships.
- Describe the types of businesses suited to being proprietorships.
- Explain the basic structure of a corporation.
- Describe how a corporation is formed and organized.
- Distinguish between close and open corporations.
- Explain the major advantages of the corporate form of business.
- Explain the major disadvantages of the corporate form of business. Specialized alliances between companies or individuals.
- Describe specialized forms of corporations formed for tax or nonprofit reasons.

MODULE SYLLABUS

| | |
|----|--|
| a. | Characteristics of entrepreneurs |
| b. | Getting a business started |
| c. | The nature of proprietorships |
| d. | Business suited to being proprietorships |
| e. | The nature of partnerships |
| f. | Business suited to being partnerships |
| g. | Corporate structure |
| h. | Formations of corporations |
| i. | Close and open corporations |
| j. | Advantages and disadvantages of corporations |

MODULE DESCRIPTIONS

| | |
|-------------------------|--|
| Module Code | BM - 107 |
| Module Title | Legal aspects and business taxes of business |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Legal aspects and business taxes of business.

MODULE LEARNING OUTCOMES

- Explain how federal laws help regulate monopolies.
- Explain how federal laws help promote fair competition
- Explain how patent, copyright, and trademark protection benefits business.
- Describe the ways in which government regulations protect consumers.
- Describe three methods used by state and local governments to regulate business.
- Discuss the nature of taxes and the fairness of progressive, proportional, and regressive taxes.
- Identify and explain the most common types of taxes that affect business.

MODULE SYLLABUS

| | |
|----|--|
| a. | Regulations maintaining competition |
| b. | Regulating Monopolies |
| c. | Promoting fair competition |
| d. | Providing Bankruptcy relief |
| e. | Intellectual property, patents , copyrights, licensing, public franchise |
| f. | General nature of taxes |
| g. | Reason for taxes |
| h. | Fairness of taxation |
| i. | Types of taxes |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 108 |
| Module Title | Organization structure |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About

MODULE LEARNING OUTCOMES

- Explain the meaning and nature of organizational structure.
- Explain the importance of good structure and consequences of a deficient structure.
- Describe how the elements of organizational structure can be combined to create mechanistic and organic structures
- Describe the advantages and disadvantages of mechanistic and organic structure of organization

MODULE SYLLABUS

| | |
|----|---|
| a. | Types of organization |
| b. | Distinguishing features |
| c. | Stakeholders |
| d. | Internal, external and main stakeholders |
| e. | Stakeholder mapping |
| f. | Stakeholder conflicts of interest |
| g. | Formal and informal organization |
| h. | Strategy implementation |
| i. | Organizational processes |
| j. | The most appropriate organization structure |
| k. | Internal and External organization |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 109 |
| Module Title | Managing change |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Managing change.

MODULE LEARNING OUTCOMES

- candidates will be able to show familiarity with the structure of business organizations, their culture and the change process
- Identify the external forces creating change on the part of organizations
- Describe process of organizational change
- Explain the forms of reactions to change

MODULE SYLLABUS

| | |
|----|--|
| a. | Strategic change |
| b. | Nature of change |
| c. | Triggers of change |
| d. | Consequences of change |
| e. | Attitudes to change |
| f. | Guidelines for change management, change levers and management skills. |
| g. | Lewin force field analysis |
| h. | Lewin unfreeze, change, re freeze. |
| i. | The change agent |
| j. | The Gemini 4Rs |
| k. | The 7s approach |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 110 |
| Module Title | Leadership |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
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MODULE DESCRIPTION

This module is About

MODULE LEARNING OUTCOMES

- Discuss different leadership styles, namely, free-rein, engaging, participative, task oriented and autocratic
- Discuss using simple examples different theories of leadership, namely, trait theories, Blake and Mouton theory, situational and contingency theories.
- Discuss leadership roles and activities
- Identify Skills needed for effective leadership

MODULE SYLLABUS

| | |
|----|---|
| a. | Leadership style |
| b. | The importance of effective leadership |
| c. | Effective leadership and leadership style |
| d. | Trait theories of leadership |
| e. | Lippitt and White's leadership styles |
| f. | Blake and Mouton's grid |
| g. | Tannenbaum and Schmidt's leadership continuum |
| h. | The Ashridge model |
| i. | Likert's leadership styles |
| j. | Theories of leadership - contingency theory |
| k. | The nature of contingency theory |
| l. | Fiedler's contingency model |
| m. | Hersey and Blanchard: situational leadership theory |
| n. | Handy's best fit approach |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 111 |
| Module Title | Team Management |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Team Management.

MODULE LEARNING OUTCOMES

- Candidates will be able to show familiarity with the nature and kinds of leadership.
- List differences between groups and teams
- Explain and illustrate balance theory of group formation
- Identify and describe stages of group development
- List down the factors that increase and decrease group cohesiveness
- Explain the ways to make teams more effective

MODULE SYLLABUS

| | |
|----|---|
| a. | Individual and group behavior in business organizations |
| b. | Characteristics of individual behavior at work |
| c. | Characteristics of workgroup behavior: formal and informal groups |
| d. | Individual and team approaches to work |
| e. | The role of management in team building |
| f. | Teams and team roles |
| g. | The differences between a workgroup and a team |
| h. | A successful work team |
| i. | Team roles: the ideas of Belbin |
| j. | Team formation and development |
| k. | The ideas of Tuckman on team development |
| l. | The value of Tuckman's analysis |
| m. | Balance Theory of group formation |
| n. | Effective and ineffective teams |
| o. | Characteristics of effective and ineffective teams |
| p. | Evaluating team performance: success in achieving objectives |
| q. | Tools and techniques for building team effectiveness |
| r. | Factors that impact group cohesion |

MODULE DESCRIPTIONS

| | |
|-------------------------|--|
| Module Code | BM - 112 |
| Module Title | Negotiation skills and conflict resolution |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Negotiation skills and conflict resolution.

MODULE LEARNING OUTCOMES

- Candidates will be able to show familiarity with the nature and importance of negotiation and conflict resolution
- Explain various stages of the negotiation process
- List five skills of an effective negotiator
- Explain the low risk techniques of negotiation
- Explain the high risk techniques of negotiation
- Discuss the conflict resolution process
- Explain Intra-individual conflict with model of frustration
- List some of the physical, psychological and behavioral problems occur due to conflict

MODULE SYLLABUS

| | |
|----|---|
| a. | The negotiation process |
| b. | Skills of an effective negotiator |
| c. | High risk and low risk negotiation techniques |
| d. | Conciliation and arbitration |
| e. | Conflict resolution |
| f. | Sources of conflict |
| g. | Benefits and problems |
| h. | Dealing with conflict |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 113 |
| Module Title | Financial Management |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Financial Management.

MODULE LEARNING OUTCOMES

- Explain three methods of financing a business.
- Describe the differences in equity financing based on the ownership structure of a business
- Differentiate between common and preferred stock.
- Describe factors that affect the value of a company's stock.
- Differentiate between short-term and long-term debt.
- Explain the factors that businesses should consider when choosing debt financing.
- Describe several sources from which businesses can obtain additional capital.
- Describe why businesses need to maintain financial records.
- Identify and discuss the purpose of several types of business financial records.
- Describe the uses of several types of business budgets.
- Discuss the reasons managers prepare more than one budget estimate.
- Describe the information contained in a balance sheet statement and the importance of that information to a business.
- Explain how an income statement is different from a balance sheet and the value of the income statement to a business.
- Describe several types of financial analysis that help in the understanding of a business's financial condition.
- Identify several types of banks and how they are regulated.
- Discuss the similarities and differences among nonbanking financial institutions and banks
- Describe the value and uses of checking accounts and loans.
- Discuss the ways in which technology is changing banking services.
- Identify the characteristics of various investment instruments.
- Describe three types of credit plans used by businesses
- Identify the information on which decisions about credit applications are based and how that information is obtained.

- Discuss several ways that businesses can attempt to reduce risks.
- Define important insurance terms.
- Describe several types of property and vehicle insurance that businesses need.
- Identify the types of insurance businesses should consider carrying on the people associated with the business.

MODULE SYLLABUS

| | |
|----|-------------------------------------|
| a. | Financing a business |
| | Types of business capital |
| | Raising capital through stock sales |
| | Short and long term debt financing |
| b. | Business Financial records |
| | Types of financial records |
| | Budgets and Budgeting |
| | Financial Reports |
| | Analyzing Financial Data |
| c. | Financial Services |
| | Financial Institutions |
| | Common financial services |
| | Investing and Investments |
| d. | Credit and Insurance |
| | Credit principles and practices |
| | Managing credits |
| | Insurance principles |
| | Types of Business Insurance |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 114 |
| Module Title | Marketing Management |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Marketing Management.

MODULE LEARNING OUTCOMES

- Describe the steps in new-product development.
- Describe the differences between alternative manufacturing processes.
- Discuss the important considerations in locating a manufacturing business.
- Describe the factors that influence the organizing and production process.
- Identify the characteristics of services that make them different from products.
- Describe the ways businesses maintain product and service quality.
- Discuss the importance of marketing and its role in the economy.
- Describe the factors that are part of the nature of marketing.
- Describe the role that market determination plays in marketing.
- Define basic marketing concepts and the four elements of the marketing mix.
- Explain the four stages of the product life cycle.
- Identify the consumer goods classifications.
- Explain how products, product lines, and product assortments are developed.
- Discuss how product selection, packaging, and branding improve product sales and customer satisfaction.
- Discuss the important factors to be considered when selecting channels of distribution.
- Describe the different channels of distribution.
- Discuss the factors that affect a producer's choice of distribution channel.
- Describe the characteristics of major forms of transportation used to distribute products.
- Give examples of product handling procedures that improve product distribution.
- Discuss how businesses make their buying decisions.
- Describe the steps in the business buying process
- Distinguish between various types of discounts and price components.
- Describe factors involved in establishing product prices and common pricing strategies.
- Discuss ways that companies try to control costs that can lead to higher prices.

- Discuss the purpose of promotion in meeting business and consumer needs.
- Discuss how businesses use advertising to promote their products.
- Explain the parts of the selling process and how each is used to help customers make buying decisions that meet their needs.
- Describe the different types of sales promotions.

MODULE SYLLABUS

| | |
|----|---|
| a. | Product planning and production management |
| | Developing new products |
| | Planning a manufacturing business |
| | Planning a service business |
| b. | Nature and scope of marketing |
| | Nature of Marketing |
| | Elements of marketing |
| | Marketing plan |
| c. | Product development and distribution |
| | Product |
| | Distribution |
| | Channel Design |
| d. | Pricing and Promotion |
| | The Business buying decision |
| | Pricing and costs |
| | Promotion |

MODULE DESCRIPTIONS

| | |
|-------------------------|---------------------------|
| Module Code | BM - 115 |
| Module Title | Human Resource Management |
| Credit Value | 20 |
| Pre-requisites | None |
| Co-requisites | None |
| Prohibited combinations | None |
| Telephone | 080 - 26591957 |
| Email | studentsupport@mygabm.com |

MODULE DESCRIPTION

This module is About Human Resource Management.

MODULE LEARNING OUTCOMES

- Identify the reasons human resources management is important to businesses and employees.
- Identify and describe each of the major human resources activities
- Describe the steps a business should follow to hire an employee.
- Discuss effective procedures for promoting, transferring, and discharging employees.
- Describe several ways that employees are protected through federal and state employment legislation.
- Discuss the steps that government and businesses have taken to remove discrimination in employment opportunities
- Describe several types of compensation systems and the reasons each is used.
- Discuss important factors that affect pay levels in a business
- Recognize how employee benefits add to the total compensation received.
- Describe several ways companies can improve HR services while controlling costs.
- Describe challenges facing businesses that require major organizational changes.
- Discuss the two important components of an organizational development program.
- Summarize the major steps in planning and implementing an organizational development program.
- Discuss three job design strategies that can increase employee satisfaction
- Describe the requirements for a career development program.
- Identify the specific career development responsibilities of various groups in a business
- Describe the variety of career opportunities in business, including international business careers.
- Outline the steps in preparing an individual career plan.

MODULE SYLLABUS

| | |
|----|---|
| a. | Managing human resources |
| | Human resources in business |
| | The employment process |
| | The employment law |
| | Promoting , transferring, and releasing employees |
| b. | Developing and rewarding employees |
| | Compensation planning |
| | Factors affecting pay levels |
| | Competitive pressures |
| | Customary employee benefits |
| | Improving human resource services |
| | Improving employee performance. |
| c. | Developing effective organization |
| | The new employment environment |
| | The role of human resources in change |
| | Managing organizational change |
| | Planning organizational development programs |
| | Career development |
| | Personal career planning |



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