

Certificate in Business Studies

Description

The Certificate in Business Studies programme aims to equip the students with a basic knowledge, concepts and principles needed in a business environment including hospitality sector. It also provides a foundation for the students in assuming higher levels of responsibility and prepares the students with fundamentals of business

Training Strategies

There are 45 hours of classroom contact for each module in this programme. In order to develop necessary skills and knowledge students are guided to frequent exercises that will tackle common questions, issues and challenges. About one-third to a half of the 3-hour sessions will be for lecture and the rest will be for guided exercises and classroom activities.

This class is designed around a series of classroom activities. Success in the course is dependent on 100% participation in class discussions and activities.

Duration: 6 Months

Qualification Entry Requirements Academic

- Obtained at least C6 for any 3 GCE O-Level subject or -
- 10 years of formal education or equivalent.

English Proficiency

- IELTS 4.5 or equivalent
- Academies Australasia College Certificate in English as a Foreign Language (Level 3), or
- Successful completion of Academies Australasia College English Language Proficiency Test

Qualification Modules Full Time

#	Code	Module Name	Face to Face Contact Hours	Independent learning hours	Assessment preparation hours
1	CBS 101	Business Communication Skills	45	40	40
2	CBS 102	Business English	45	40	40
3	CBS 103	Customer Service	45	40	40
4	CBS 104	Hospitality and Tourism English	45	40	40
5	CBS 105	Research Skills	45	40	40
6	CBS 106	Introduction to Business and Economics	45	40	40
			270	240	240
Total Learning Hours			750		

Part Time

#	Code	Module Name	Face to Face Contact Hours	Independent learning hours	Assessment preparation hours
1	CBS 101	Business Communication Skills	30	55	40
2	CBS 102	Business English	30	55	40
3	CBS 103	Customer Service	30	55	40
4	CBS 104	Hospitality and Tourism English	30	55	40
5	CBS 105	Research Skills	30	55	40
6	CBS 106	Introduction to Business and Economics	30	55	40
			180	330	240
Total Learning Hours			750		

Module Synopsis CBS - 101 Business Communication Skills

This subject seeks to equip participants with the basic communication skills. It deals with the skills and knowledge required to manage business relationships with customers or suppliers. It focuses on the relationship building and negotiation skills required by specialised sales and marketing personnel and managers in the industry. It also deals with the skills and knowledge required by operators, supervisors and managers to prepare and produce a range of business documents in different workplaces and contexts. The unit focuses on the preparation of documents which may express complex ideas and required varying formats.

CBS - 102 Business English

Business English (Intermediate level) is a programme designed to introduce to students embarking on the Certificate in Business Studies the world of Business English. It is a highly intensive course focused on preparing students for entry into tertiary business qualifications at the diploma level such as the diploma in business or diploma in tourism and hospitality management, tackling key business vocabulary, revise important grammatical structures and functional area, developing further the writing skills required at the tertiary level and at the same time consolidating the skills of reading, listening and speaking. The course is organised into different wide-ranging topic-based units focused on exposing students to the world of business such as communication in business, careers and employment in the business world before progressing into specific business domains or functions such as marketing and retailing or other business-related topics such as skills in business negotiation. The reading and listening texts are chosen to be interesting and motivating case studies aimed at developing fluency and competency in the practical use of English and they are drawn from authentic sources such as real company situations, magazine articles and newspapers.

CBS - 103 Customer Service

This subject seeks to provide participants with customer service skills required for a career in the new millennium. This subject underpins all the diverse interactions with customers - at all levels and sectors of the service industry. It also aims to equip students with the skills and knowledge required to handle different interpersonal situations with customers. Finally, this subject examines the conflict resolution proficiency required in the dynamic service industry to meet customer's expectations and promote customer's loyalty and advocacy.

CBS - 104 Hospitality and Tourism English

Hospitality and Tourism English (Intermediate level) is a programme designed to introduce to students embarking on the Certificate in Business Studies the world of Hospitality and Tourism. It is targeted at preparing students for entry into a tertiary business qualification at the diploma level, using a narrow business focus or context in Hospitality and Tourism. At

the same time, the course will impart key business vocabulary used in the Hospitality and Tourism-related industries, revise important grammatical structures, developing the skills of writing required at the tertiary level and at the same time reinforcing skills in reading, listening and speaking. Important aspects of the Hospitality and Tourism industry, such as customer care and cultural awareness, will be highlighted in the syllabus to engage the students and encourage them to participate actively in the learning process, using authentic examples and case studies drawn from the dynamic Hospitality and Tourism industry.

CBS - 105 Research Skills

This subject provides participants with a basic understanding of the research process and study skills. It aims to expose participants to various methods of learning and knowledge retention. Relevant skills necessary to produce a literature survey on their particular research areas will be included. In particular, this area discusses on how to design questionnaire, ways of collecting data, sampling methods, data analysis, interpreting and effectively delivering a presentation; finally, this subject also aims to develop participants' proficiency in both interpersonal and written communication skills.

CBS - 106 Introduction to Business and Economics

Introduction to Business and Economics is a programme designed to introduce the beginner student to the basics of business and economics and prepares them to understand the dynamics of the business world and for future advanced studies into the subject matter. The student will understand the basic concepts in economics and business with examples from historical and contemporary issues in the real world. The subject also strives to heighten the student's economic awareness and understanding of the relationship between economics, business, and the environment they operate in. Method of instructions includes news footage, videos, group work, discussions and presentations using power-point software in a socialconstructive learning environment.

Assessment

Code	Module Name	Assessment 1	Assessment 2	Assessment 3	Assessment 4
CBS 101	Business Communication Skills	40 % Assignment	30 % Assignment	30 % Presentation	
CBS 102	Business English	25 % Assignment	25 % Presentation	25 % Assignment	25 % Presentation

CBS 103	Customer Service	30 % Assignment	30 % Assignment	40 % Practical/role play/presentation	
CBS 104	Hospitality and Tourism English	25 % Assignment	25 % Presentation	25 % Assignment	25 % Presentation
CBS 105	Research Skills	40 % Assignment	30 % Assignment	30 % Presentation	
CBS 106	Introduction to Business and Economics	50 % Assignment	50 % Assignment		

Graduation Requirement:

In order to be awarded the Certificate in Business Studies, a student must obtain at least a **Pass Grade** in all the modules within the eligibility period of 2 years from the original completion date.

Assessment Methods

#	Module Name	Demonstration	Practical	Activities	Observation	Role play	Case study/Scenario	Questions & Answers	Project/Report	Presentation,	Portfolio/Journal	Online
1	Business Communication Skills	✓		✓		✓		✓	✓	✓		
2	Business English	✓		✓		✓		✓	✓	✓		
3	Customer Service	✓		✓		✓	✓	✓	✓	✓		
4	Hospitality and Tourism English	✓		✓	✓		✓	✓	✓	✓		
5	Research Skills			✓	✓		✓	✓	✓	✓		
6	Introduction to Business and Economics			✓			✓	✓	✓	✓		

The assessment objectives tested in these modules are broadly categorised in the following hierarchical order:

1. **Knowledge:** Exhibit memory of previously learned materials by recalling facts, terms, basic concepts and answers
2. **Comprehension:** Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas
3. **Application:** Using new knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way
4. **Analysis:** Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations

Specification Grid

The relationship between the assessment objectives and components of the scheme of assessment is as follows

Knowledge	Comprehension	Application	Analysis
30%	30%	20%	20%

The assessment objectives are weighted to give an indication of their relative importance. They are not intended to provide a precise statement of the number of marks in particular skills.

Assessment Policy

- Assignment submission due dates are indicated in the assessment descriptor.
- Assignments without proper referencing will not be accepted.
- Diagrams/charts do not count for the number of words.
- All the assignments are to be submitted to the respective lecturers.
- PENALTY FOR LATE SUBMISSION is 5% deduction per working day.
- Passing mark is 50% for the combination of written assignments and presentation.
- Where there is more than one competency, students should secure 50% in each competency to achieve a competent grade.
- Students require minimum 80% class attendance to be eligible for assessments
- Students with **less than 80%** attendance with any reason will not be considered for assessment submission and should **re-module**.
- If there is a presentation, attendance on presentation date is compulsory, if absent, student will be marked ZERO for presentation. No special date will arranged for students who are absent without any permission. Student should re-module.

- Students with valid reason will be rescheduled for presentation. (ONLY one reschedule will be allowed).
- Supplementary assessment will be only given to those students whose study performance is severely affected by medical conditions.

Marks will be accumulated at the end of the module and will be graded as follows

85 to 100%	-	HD (High Distinction)
75 to 84%	-	D (Distinction)
65 to 74%	-	C (Credit)
50 to 64%	-	P (Pass)
30 to 49%	-	F (Fail)
29% and below	-	FF* (Re-module)

*Not eligible for re-assessment