

Level: From 5

Term 1

Textbook: Marketing Management (Second Edition) (PEARSON)

Ch.	Topics / Main Theme
2.	Marketing Research
3.	Consumer Behaviour
4.	Segmentation, Targeting and Positioning
5.	Marketing Strategies for Goods and Services (I)
6.	Marketing Strategies for Goods and Services (II)
7.	Customer Relationship Management

Term 2

Textbook: Human Resource Management (Second Edition) (PEARSON)

Ch.	Topics / Main Theme
1.	Human Resources Planning and Staffing
2.	Performance Management
3.	Compensation and Benefit Management
4.	Training and Development
5.	Development of a Quality Workforce

Textbook: Frank Wood's Introduction to Accounting (Second Edition) (PEARSON)

Ch.	Topics / Main Theme
1	The Fundamentals of Accounting
2	The Accounting System
3	The Double-Entry System
4	The Trial Balance
5	Financial Statements for Sole Proprietorships (I)
6	Financial Statements for Sole Proprietorships (II)

Modes of Assessment and Weighting (Both Terms)

Modes	Regular Tests	Assignments	Quizzes	Students' performance	Examination
Weights	10%	10%	5%	5%	70%