

St. Francis Xavier's College
2016/2017
BAFS – Business Management Module
Course Outline

Level: From 5

Term 1

Textbook: Marketing Management (Second Edition)

Ch.	Topics / Main Theme
1.	Segmentation, Targeting and Positioning
2.	Marketing Strategies for Goods and Services (I)
3.	Marketing Strategies for Goods and Services (II)
4.	Customer Relationship Management

Term 2

Textbook: Marketing Management & Human Resource Management (Second Edition)

Ch.	Topics / Main Theme
1.	Human Resources Planning and Staffing
2.	Performance Management
3.	Compensation and Benefit Management
4.	Training and Development
5.	Employee Relations
6.	Motivation and Group Dynamics

Modes of Assessment and Weighting (Both Terms)

Modes	Regular Tests	Assignments	Quizzes and performance in class	Examination
Weights	10%	10%	10%	70%