

St. Francis Xavier's College
2022/2023
BAFS – Business Management Module
Course Outline

Level: Form 5

Term 1

Textbook: Marketing Management (Second Edition) (PEARSON)

Ch.	Topics / Main Theme
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

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

Ch.	Topics / Main Theme
1.	Human Resources Planning and Staffing
2.	Performance Management

Term 2

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

Ch.	Topics / Main Theme
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)
7	Fundamental Accounting Principles and Conventions

Modes of Assessment and Weighting (Both Terms) **subject to change*

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