



# Graduate Diploma in Entrepreneurship

## INTRODUCTION

The SBP Entrepreneurship course provides schools, colleges, and study centres with a highly flexible programme that can be delivered via full-time, part-time, and distance learning. This advanced level programme has a continuous assessment method for candidates who are keen on developing and earning the recognition for this dynamic field of study.

Each module provides a very clear framework for the programme but also permits sufficient flexibility to enable individual study centres to design varying forms of study programmes to suit their own local requirements.

The Society relies on each school or college to engage qualified tutors and lecturers who are able to cover initial evaluation and assessment within the framework of the syllabus content. As each individual school or college is required to endorse the candidates' work and to confirm their competency, only approved centres will be permitted to offer this programme. All schools, colleges, and study centres must apply for approval for the Society prior to conducting any courses.

## Learning Outcomes

With the global marketplace now a reality, entrepreneurs and small businesses are seizing opportunities at a rate never before equalled. This course equips candidates with techniques and concepts that real-life entrepreneurs use in their day-to-day business environment. This same business knowledge and information is taught at major business schools, but what sets it apart is the practical nature of the programme which can be seen in the flexible assessment format in each of the modules. The candidates will be able to appreciate the following at the end of their course:

- Using the internet as both a source of opportunities and a resource for generating revenue.
- Discovering a good business opportunity
- Creating a business plan
- Financing a business
- Managing for growth
- Consolidating a business platform

## Method of Instruction/Course Schedules

The flexible nature of this programme allows schools and colleges to devise their own convenient training sessions for the course. This programme may be taught on a rolling modular basis. However, the minimum level of achievement must be met for each of the modules being taught without exception for final certification to take place.

## Assessment

Each module is assessed by a comprehensive book report assignment that covers all key aspects that focuses on :- (a) General Understanding of the overall subject matter, (b) How the subject applies to the modern day business environment (depiction with real life examples required), and (c) The positive benefits of understanding and applying the theories, and the potential pitfalls of a lack of such knowledge. The written book report assignment's length should be between 3,000 to 4,000 words (excluding tables, graphs, illustrations etc.) and should reflect a critical evaluation of the subject.

The final case study/project module requires candidates to:

(A) To sit for a three hour invigilated case study examination based on a case analysis question, OR

(B) Submit a topic of a suitable nature for approval, indicating their desired scope of coverage. Upon approval, candidates may proceed with their project, which should have a minimum of 5,000 words but not exceeding 8,000 words. The standard expected is that candidates should be able to critically examine and evaluate all the modules they have studied. They are expected to know the assumptions the theories make and how this impacts the business policies, plans, and environment.

It is the responsibility of each approved study centre to ensure that all assignments and/or projects are of suitable quality and are of required standard before they are sent for final approval to the Society. Sample copies of assignment scripts will be required by the Society's Examination Council for verification purposes in addition to the overall results listing provided by each study centre.

Any candidate's work not deemed to be at the required level by the Chief Examiner will be rejected and a re-submission of work needs to be undertaken.

## **Recommended Study Texts**

The main recommended textbooks for the programme are listed at the end of the syllabus structure. All schools and colleges are encouraged to obtain at least one secondary text in addition to the main textbook. Selection of secondary study text is at the discretion of the each study centre. All the recommended main textbooks are of a suitable level for the programme and cover a great deal more than what the syllabus requires.

## **Graduate Diploma In Entrepreneurial Management**

### **Modules**

1. Contemporary Management
2. Corporate Strategy
3. Entrepreneurship
4. Business & Marketing Environment
5. Information Technology for Management
6. Cost Management
7. Human Resource Strategy
8. Operations Management
9. International Economics
10. Global Marketing
11. Case Study / Project Report

## **Syllabus Outline**

### **Contemporary Management**

Covers the underpinnings of modern management thought and research for practising managers.

Managers and managing – The evolution of Management – Organizational Environment – The Global Environment – Ethics, Social Responsibility, and Diversity – Decision Making & Planning – The Manager as a Strategist – Organizational Structure – Organization Control & Culture – Managing Individual & Groups – Leadership – Communication – Managing Essential Operations & Processes – Organizational Conflict, Negotiation, and Change – The Management of Innovation.

### **Corporate Strategy**

This module breaks the mould of the conventional strategy topic by presenting a single consistent framework for the analysis of strategy at the corporate level.

Visions, Goals, and Objectives – Strategy and Past approaches to Corporate Strategy – Business Strategy & Industry Analysis – Competitive Scope – Diversified Expansion – Structure, Systems and Processes – The Organizational Limit to the Scope of the Company – Managing a Multi-business Corporation – Co-ordinating Strategies – Corporate Governance.

### **Entrepreneurship**

This course has been designed to instruct students on how to formulate, plan, and implement a new business venture. Includes business opportunities via mergers and acquisitions.

Covers five main components: The Entrepreneurial Perspective; Creating and Starting the Venture; Financing the New Venture; Managing, Growing, and Directing the New Venture; and

Corporate Mergers & Acquisitions.

The Nature & Importance of Entrepreneurs – The Entrepreneurial & Entrepreneurial Mind – International Entrepreneurship – Creativity & the Business Idea – Legal issues – Business Plan – Marketing Plan – Organizational & Financial Plan – Informal Risk Capital & Venture Capital – New Venture Launch – Growth of the New Venture – Expansion Strategies – Look at Complexities of Mergers & Acquisitions - Plan, Negotiate and Implement Alliances in Mergers and acquisitions.

### **Business & Marketing Environment**

This module analyses the impact of social, economic, technological and political change on the general business and marketing activities of organizations.

The Nature of the Marketing Environment – Business Organization Classification – Organizational Growth – The Competitive Environment –

National Environment – Political Environment – The Social and Demographic Environment – Responsibility of Organizations – Legal Framework – Technology – The International marketing and Information Environment.

### **Information Technology for Management**

Information Technology for Management shows how to take an active role in the design, use, and management of information systems and technology by providing a broad coverage of issues relating to an organization in the modern business environment.

The role of managers in Information Technology – Using Technology to Transform the Organization – Information Technology in Perspective – Organizational Issues – Impact of I.T. – Strategic Issues – Software and Database Management – Communications - Networks & Electronic Commerce – System Alternatives – Systems Creativity – Reengineering: Changing Businesses & Processes – Supporting Knowledge Workers – Organizational Support Systems – Issues for Senior Management – Future with Technology.

### **Cost Management**

Managers are active participants in cost minimization, management and control. This course shows how accountants and managers create changes to increase value at lower cost to aid organizational effectiveness in financial management.

Importance of Analysing and Managing Costs – Cost Measurement Systems – Designing Cost Measurement Systems to support Decision Making – Process Management – Cost Based Decision Making – Operational and Financial Budgeting – Building and Evaluating Financial Plans – Creating and Managing Value Added Effort.

### **Human Resource Strategy**

A behavioural perspective for the general manager. This module provides a base of key organizational behaviour material on why employees behave as they do and how to promote behaviour required to implement a focused business strategy using staffing, development and reward systems.

Understanding Behaviour in Organisations – The Effective Management of People – Ability, Motivation, and Opportunity – HR Systems – Reward, Compensation, and Staffing Systems – Performance Management – Aligning HR with Business Strategy – Link to Business Strategy and Performance - Designing HR Systems for specific Business situations.

### **Operations Management**

This covers the study of the processes involved in managing and controlling a variety of business operations ( manufacturing and services). Operations Strategy and Managing Change – Operational Strategy and Competitiveness – Project Management – Product Design and Process

Selection – Process Analysis – Quality Management –Supply Chain Strategy – Capacity Management – Just-In-Time and Lean Systems – Resource Planning Systems – Aggregate Planning - Forecasting – Inventory Control – Material Requirement Planning - Operations Scheduling – Revising the Systems: Consulting and Reengineering.

### **International Economics**

Covers all the conventional and relevant areas of international economic theory and is strongly oriented towards policy.

Theory of International Trade – Basic Theory of Trade : Demand & Supply – Competitive advantage and Factor Proportions – Growth and Trade – Trade Policy – Alternative Theories of Trade - Analysis of Tariff – Non-Tariff Barriers to Imports – Arguments for and against Protectionism – Trade and Environment – Trade Blocs and Trade Blocks – Foreign Exchange and Payments amongst Nations – Forward Exchange - Exchange Rates – Open Macro-economy - Internal and External Balance with Fixed Exchange Rates – Floating Exchange Rates and Internal Balance – International Lending – Financial Crisis – Direct Foreign Investment and Multinationals.

### **Global Marketing**

This module offers students a three-pronged approach to Global Marketing. That approach is foreign entry, local marketing, and global management.

Global Marketing – Global Competitive Analysis – Global Cultural Analysis – Global Marketing Research – Export Expansion – Licensing and Strategic Alliances - Local Marketing in Mature Markets – local Marketing in New Markets – Local Marketing in Emerging Markets - Local Buyer Behaviour – Global Segmentation & Positioning – Global Products & Services – Global Pricing – Global Distribution – Global Promotion and advertising – Direct Marketing – Organizing for Global Marketing – The Future of Marketing.

### **Case Study/Project Report**

The key objective of this final module is to allow students to explore real-life business operations, and develop the ability to identify and critically analyse a business management topic. After defining the problem and developing the scope of work needed, students will undertake a short comprehensive project of about 5000 words to demonstrate their analytical skills. Alternatively, a Case Study will be offered to students to read, evaluate, and provide analysis with appropriate recommendations, for the issues raised in the Case.

**NOTE :** The assessment level of this course is pegged and marked at the undergraduate degree level, requiring at least a Diploma qualification as an entry pre-requisite.

## **BOOK LIST**

**Module :** Contemporary Management  
**Text :** Contemporary Management  
Author : Gareth R. Jones & Jennifer M. George  
Publisher: McGraw Hill / Irwin  
ISBN: 0-07-255100-3

**Module :** Corporate Strategy  
**Text:** Corporate Strategy : A Resource Based Approach  
Author: David J. Collins, Cynthia A. Montgomery  
Publisher: McGraw Hill / Irwin  
ISBN: 0-07-289543-8

**Module :** Entrepreneurship  
**Text: The Ultimate Entrepreneur's Book**  
Author : Richard Dobbins & Barrie O. Pettman  
Publisher: Copstone Publishing Limited  
ISBN: 1-900961-96-2

**Module :** The Business & Marketing Environment  
**Text: Business & Marketing Management**  
Author: Adrian Palmer, Bob Hartley  
Publisher: McGraw Hill  
ISBN: 0-07-709494-8

**Module:** Information Technology for Management  
**Text: Information Technology for Management**  
Author: Henry C. Lucas Jr  
Publisher: McGraw Hill  
ISBN: 0-07-116967-9

**Module:** Cost Management  
**Text: Cost Management : Accounting & Control**  
Author: Don R.Hansen, Maryanne M.Mowen. Don R.Hanson  
Publisher: South-Western  
ISBN: 0-324-06973-1

**Module:** Human Resource Strategy  
**Text: Human Resource Strategy**  
Author: George F.Dreher, Dreher-Dougherty Thomas W. Dougherty  
Publisher: McGraw Hill/Irwin  
ISBN: 0-25621189-2

**Module: Operation Management**

**Text: Operation Management**

Author: Roger G Schroeder

Publisher: McGraw Hill

ISBN: 0-07-117944-5

**Module: International Economics**

**Text: International Economics**

Author: Robert M. Dunn Jr James C. Ingram

Publisher: Wiley

ISBN: 0-471-11669-6

**Module: International Marketing**

**Text: International Marketing**

Author: Vern Terpstra, Ravi Sarathy

Publisher: South Western

ISBN: 0-03-021112-3

**Module: Case Study**

**Text: Research Methods for Managers**

Author: John Gill & Phil Johnson

Publisher: Paul Chapman Publishing

ISBN: 1-85396-350-X

Contact: The Academic Registrar

Email: [admin@sbp-academia.com](mailto:admin@sbp-academia.com)

Website: [www.sbp-academia.com](http://www.sbp-academia.com)

Telephone: Singapore: (65) 67375538

Fax: Singapore (65) 67328995