

ADVANCED DIPLOMA IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT
物流管理专业

Module Synopsis 课程目录

1. Accounting and Business Decisions 会计和商业决策

This introductory course seeks to provide students with the knowledge and skills that will enable them to understand and use accounting information in a variety of business settings. Topics include: the nature and purpose of accounting; the investment decision; present value analysis; forms of business organisation; transaction analysis; understanding financial statements; sources of finance; the analysis and interpretation of company financial statements; the use of accounting information in internal decision making.

Assessment weighting: Coursework 100%

2. Business Statistics 商业统计学

This course covers simple and compound interest, time value of money, annuities, present and future values, data classification and terminology, describing and displaying data, probability and probability distributions, estimation and hypothesis testing, linear regression and correlation, index numbers and time series.

Assessment weighting: Coursework 100%

3. Foundations of Transportation 基础运输学

Students will understand the theories and processes of transportation management, the role the manager, project team and champions play, and the range, scope and complexity of modern projects.

Assessment weighting: Coursework 100%

4. Fundamentals of Logistics and Supply Chain Management 物流与供应链管理实务

This course will provide students the tools and resources needed to make wise financial decisions. Students will analyse their personal financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers, and apply the knowledge learned to financial situations encountered later in life.

Assessment weighting: Coursework 100%

5. Introduction to Human Resource Management 人力资源管理概论

This course introduces students to a range of activities undertaken by the human resource professional and provides a framework for further study in specialised human resource management (HRM) activities. Integration of HRM with corporate direction, job analysis, performance appraisal, teambuilding, HRD, remuneration and benefits administration, recruitment and selection, employee relations, occupational health and safety, motivation and other contemporary HRM issues.

Assessment weighting: Coursework 100%

6. Introduction to Marketing 营销学导论

This course introduces students to the basic principles and practices of marketing and services-based industries, and develop an appreciation and understanding of the marketing process. Content: definition of marketing: nature and scope; marketing process, marketing environment; market behaviour and analysis: market research, product classification consumer behaviour; marketing: positioning, segmentation and target marketing; developing the marketing mix; product and price: product life cycles; product development; pricing relationships; packaging; distribution and promotion: channels, logistics of supply; promotions mix; implementing the marketing effort: organising, controlling and evaluating marketing performance.

Assessment weighting: Coursework 70% | Group Presentation 30%

7. Management Principles 管理学原理

This course aims to familiarise students with the basic principles and theories relating to individual behaviour at work; the managerial role and its context and group processes in work settings. Topics include: the managerial role, the functioning of individuals, groups and teamwork, the organisation and its environment, foundations of planning and organising, organisation structure, foundations of control and managing change.

Assessment weighting: Coursework 50% | Group Presentation 30%

8. Transport Management 运输管理

This module explores the logistics practice in managing transport for supply chain logistics (and distribution of goods, i.e. outbound logistics. The interaction between facility location decisions and the transport network are examined in a national and international context. Analytical methods are used extensively to explore alternative location and transport routing policies.) The tools and techniques widely adopted in logistics practice are covered with insights into its implications for optimising supply chain logistics in logistics trade-offs. The carrier practice and shipper perspectives in transport management are also highlighted in illustrating transport costing and pricing economics. Outsourcing transport management is another focus in this module.

Assessment weighting: Coursework 100%

9. Business Enterprise Start-up 商业企业启动

This module provides the experience of designing, launching and running a business enterprise, using a business simulation. Groups of students undertake market analysis and produce a financially viable business plan which is pitched to a set of investors. The teams then have to run the business in the simulation and make decisions based on the outcomes to improve performance. Each team must produce a final analysis of the results of their enterprise.

Assessment weighting: Group Assignment 100%

10. Business Microeconomics 商业微观经济学

This module is designed to provide students with a foundation understanding and appreciation of microeconomics and the ability to apply this to the analysis of business problems and economic issues. The content includes an introduction to economics; microeconomic methods of analysis; microeconomic policy formulation; the price mechanism and the operation of the market; the role of government; case studies in microeconomic policy.

Assessment weighting: Coursework 100%

11. Entrepreneurial Marketing 创业营销

This module aims to examine and evaluate the role of marketing within an entrepreneurial setting, its contribution to the achievement of entrepreneurial goals, together with the development and implementation of entrepreneurial marketing actions. Students will be able to identify opportunities for entrepreneurial marketing activities within both profit and non-profit enterprises of any size, any industry and any sector.

Assessment weighting: Group Assignment 100%

12. Global Business Environment 国际商务实务

This module is designed to enable students to demonstrate an understanding of the concept of international logistics management in a global marketplace and the major sectors of the international business environment, as well as international management challenges, opportunities and barriers. Students will develop an understanding of the social, cultural, economic and political frameworks that impact on business management in Asia/Pacific Rim countries, as well as an understanding of current issues, their timing and the causal effects they have on industry. Students will gain the skills to identify effects of globalisation on industry, and international management challenges, opportunities and barriers, as well as strategies to manage them. Students will also gain an understanding of the impact of political environments and international policies and agreements in international business.

Assessment weighting: Coursework 100%

13. Operations Management 运作管理

This module develops students' ability to examine complex businesses and organisations to determine how the operations and its supply chain produce competitive advantage and improve performance to customers. By using a range of real life scenarios using both qualitative and quantitative data in different media students learn to first comprehend, then apply and analyse concepts and principles from the field of operations and supply chain management.

Assessment weighting: Coursework 100%

14. International Logistics 国际物流

This module covers the role of logistics operations in global business, the economic and service characteristics of international transportation providers, the documentation and terms of sale used in international commerce, and the fundamentals of effective export and import management. Emphasis is placed on the international context and the development of new approaches using IT to improve the flow and sharing of information.

Assessment weighting: Coursework 100%

15. Physical Distribution and Warehouse Management 实物配送与仓储管理

Warehousing and (physical) distribution management are important (flow control) supply chain logistics activities. Regardless of the efficiency with which all preceding activities have been conducted, these activities have major roles in determining the degree to which total customer satisfaction is achieved. In today's global business environment, (the quality of) warehousing and distribution management can have significant impact on Supply chain efficiency, customer service and corporate (performance and) profitability.

Assessment weighting: Coursework 100%

16. Organisational Decision Making 组织决策

This course aims to equip students with the tools and techniques of strategic analysis. Strategic management is concerned about running an organisation, i.e. how to plan, manage, lead and organise its activities to take advantage of market and industry opportunities. It provides the direction and purpose for an organisation. In this module, students will learn, via the tools of strategic analysis, how to evaluate strategic options.

Assessment weighting: Coursework 100%