

# 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%