

GRADUATE CERTIFICATE OF GLOBAL MANAGEMENT

Unit Learning Outcomes (ULO)

On completing each unit of the Graduate Certificate of Global Management course, students should be able to:

GCGM ECO 101 – Business and Global Economy

- Understand the complexity and ambiguity of today's dynamic global economy.
- Illustrate how the macro-environment can impact the business environment.
- Evaluate national differences vis-à-vis the rest of the world and explain the implications for management and business practices.
- Undertake economic analysis in regional and/or global contexts to arrive at key insights.
- Effectively work in teams to present economic information, analysis and insights to a non-specialist audience.

GCGM QTT 101 – Applied Statistics for Decision Making

- Produce appropriate graphical and numerical descriptive statistics for different types of data.
- Understand discrete and continuous random variables and be able to use their distributions to compute probabilities.
- Understand how to organize and summarize data by using descriptive statistics and appropriate statistical graphics.
- Use simple/multiple regression models to analyse the underlying relationships between the variables through hypothesis testing.

GCGM COM 101 – Business Communication and Negotiation

- Understand the fundamentals of business communication skills and the central concepts, theories and tactics in business negotiations required at the workplace in local, regional and global settings.
- Acquire and adapt verbal, non-verbal, written and presentation skills to communicate a variety of information using appropriate delivery formats, with special attention to presenting analysis & recommendations.
- Identify and critically evaluate the contextual dimensions (e.g., Culture, trust, bias, ethics, informational asymmetries) in a business negotiation setting and adopt an appropriate communication style.
- Demonstrate effective and ethical business communication and negotiation skills and contribute as a team member or leader in diverse group settings.
- Demonstrate persuasive communication and negotiation skills using appropriate formats in simulated complex business setting involving diverse audience.

GCGM OPS 101 – Operations Management

- Understand various concepts of Operations Management theories, models and tools to meet organisational goals.
- Identify the link between corporate strategy, customer needs and operations management.
- Illustrate how innovative operations strategies can improve organisational efficiency.
- Understand operational issues and optimise processes and resources by mapping, analysis and improvements.

GCGM ACC 101 – Financial Accounting

- Understand basic accounting concepts and theories.
- Construct basic financial and cash flow statements.
- Recognise the importance of universal accounting standards, accurate financial reporting, full disclosures and sound decision-making.
- Examine the impact of transactions and time period assumptions on a firm's accounts and financial statements.
- Use accounting standards and concepts as tools for decision-making.

GCGM MKT 201 – Global Marketing Management

- Discuss the contemporary concepts and frameworks of marketing and the role of marketing for product and services of global businesses.
- Evaluate individual and business customer behaviour to develop innovative and sustainable brands.
- Demonstrate an understanding of the ethical considerations in global marketing environments.
- Identify and discuss challenges firms encounter when entering new regional and global markets and their impact on segmenting, targeting and positioning.
- Develop and present an effective marketing mix and plan using traditional and disruptive marketing tools.

GCGM LSC 201 – Supply Chain Management

- Understand the various concepts of Supply Chain Management theories, models and tools to meet organisational goals.
- Plan basic inventory decisions, transportation decisions and procurement decisions.
- Communicate and collaborate ethically with diverse upstream and downstream supply chain partners spread across the world.
- Identify how organisations achieve strategic fit between their supply chain strategy and their global competitive strategy.
- Select and analyse a world-class supply chain and highlight the attributes that make it world-class.

GCGM MGT 201 – Design Thinking

- Understand design thinking concepts and innovation tools and techniques to create value.
- Conduct IDEO-style qualitative business (ethnographic) research to uncover consumer insights, needs, and wants.
- Identify and deeply understand problems, as well as creatively solve them with the use of design thinking methodology in cross-cultural and team settings.
- Analyse qualitative data to uncover consumer insights and make sound decisions with tools and techniques from design thinking, ethnography, and innovation.
- Identify and deeply understand problems, as well as creatively solve them with the use of design thinking methodology in cross-cultural and team settings.
- Generate, integrate, and choose from multiple alternatives using “out-of-the-box” thinking.

GCGM FIN 201 – Corporate Finance

- Explain key concepts, techniques and tools of financial management and capital budgeting.
- Undertake financial forecasting to determine the funds needed for future growth and activities of a firm.
- Examine the term structure of interest rates, bond yields and various bond equity valuation models.
- Apply appropriate financial management tools and techniques in project appraisal.
- Determine the relationship between risk and return and the impact of leverage on a firm’s cost of capital and capital structure.
- Use various working capital, operating and cash cycle techniques to optimise a firm’s short-term financial management.