

## **ADVANCED DIPLOMA IN COMMERCE AND LIBERAL ARTS MODULES**

### **MODULE SYNOPSIS**

#### **1 Rhetoric and College Writing**

This course explores the intricate connections among reading, thinking, and writing. Students will use writing as an intellectual tool for the production of new ideas and new ways of seeing the world. The course emphasizes rhetorical invention, audience awareness, critical analysis, and revision.

#### **2 College Writing and Civic Engagement**

This course explores analytical and argumentative writing written for the public sphere. Students will develop their abilities to articulate rhetorical strategies found in texts and to produce carefully constructed arguments in multiple genres and for multiple audiences. The course emphasizes invention and revision strategies.

#### **3 Business Calculus**

This course is a study of the fundamental concepts, methods, and techniques of single multivariable differential and integral calculus. Topics include introduction to derivatives, integrals and their applications, and marginal analysis

#### **4 Statistics for Business and Economics**

The use and misuse of statistics in decision making, descriptive statistics such as organizing and plotting data and finding statistical indicators such as mean, variance, skewness, quartiles, quantiles, and percentiles, elementary probability rules and principles of counting, some discrete and continuous probability distributions, sampling, point and interval estimation and hypothesis testing, the Chi-square distribution, an introduction to analysis of variance (ANOVA), and simple regression and correlation analysis.

#### **5 Topics in World Literature**

An introduction to world literature. Readings include novels, short stories, memoirs, comic books, critical essays, and films for Asia, Africa, Europe, and America covering a time span from the early twentieth century to the beginning of the new millennium. Through reading and viewing these texts and films, the issues of colonial history, imperialism, racial stereotypes, ethnic identity, gender relations and queer from a comparative perspective will be addressed. An understanding of east and west changes in different historical and social contexts will be examined.

#### **6 History of Pre Modern East Asia**

This course provides an introduction to the histories and societies of East Asia (primarily China, Japan, and Korea) from prehistoric times through the early-modern era (ca 1700). Themes include intercultural exchange, political and economic transformations, Confucianism, the relationships between Buddhism and indigenous religions and worldviews, gender relations, and warfare

#### **7 Art Appreciation**

This course is a survey of the visual arts. By examining art through formal issues, content, and cultural context, students learn about various aesthetic approaches, philosophies, and cultural contributions within societies throughout time.

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**8 University Physics I**

This course covers introductory Physics including: Newton's three laws; work and energy; conservation of linear momentum; angular momentum; rotational dynamics; gravitation and Kepler's laws; harmonic motion, waves and sound.

**9 Introduction to Financial Accounting**

Study of the basic principles, concepts, and procedures for collecting and recording accounting information, and preparation and analysis of financial statements. Examines the accounting cycle and accounting for assets, liabilities, and owners equity.

**10 Introduction to Microeconomics**

Provides students with fundamental issues related to the market price system, allocation of economic resources, cost and production of private firms, various market structures, prices of economic resources, and some issues related to welfare economics.

**11 Introduction to Managerial Accounting**

Study of the managerial accounting concepts and procedures that aid managers in planning operations, controlling activities, and making decisions for economic entities.

**12 Introduction to Macroeconomics**

Provides the student with materials related to business cycles, productivity, consumer expenditure, investment expenditure, the classical macroeconomic system, Keynesian theory, monetarism, and supply side economics. Also covers materials related to fiscal policy and monetary policy, as well as the budget. Globalization issues such as international trade and the factor movement will also be discussed.

**13. Principles of Psychology**

A survey of significant theory, issues, methods of inquiry, and applications in all areas of psychology. This course is intended to familiarize students with:

- The basics of psychology principles.
- The broad overview of concepts, theories, and current research in the field of psychology.
- The major areas of psychology including: biological, social, cognitive, and development.

**14. History of Art I**

This course is an overview of the visual arts from the prehistoric times through the middle ages. We will examine artworks in light of their particular stylistic characteristics and in terms of their historical and cultural contexts. We will focus primarily on European art, but we will treat briefly Islamic, African, Native American and Japanese art.

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**15. Quantitative Reasoning**

This course is designed to develop competency in problem solving and analysis helpful in personal decision making. Topics will include no more than four of the following: Functions, graphing, counting techniques and probability, statistics, finance, modelling, estimating, geometry, game theory, and logic.

**16. Applied Statistics**

Topics may include descriptive statistics, elementary probability, basic probability distributions, sampling estimation, testing of hypotheses, simple linear regression, and correlation.

**17. Calculus I**

Limits and their properties. Definitions and some techniques of differentiation and the evaluation of definite integrals, with applications.

**18. Principles of Marketing**

The unit looks at the main elements of both the original and the extended marketing mix. This includes an introduction to the concept of the product life cycle, new product development, pricing strategies, distribution options and the promotion mix.

Students will develop their own marketing mixes to meet the needs of different target groups. This includes considering the differences when marketing services as opposed to goods. A range of other contexts is examined including marketing to businesses instead of consumers and the development of international markets.

**19. Environmental Biology**

This unit examines ecological principles in relation to environmental problems. Emphasizes current environmental issues and possible solutions and courses of actions.

**20. Human Resources Development**

This unit will develop the skills and understanding needed for planning and designing training and development, through understanding how people learn and the suitability of different training methods and initiatives.

On successful completion of this unit a learner will:

- 1 Understand learning theories and learning styles
- 2 Be able to plan and design training and development
- 3 Be able to evaluate a training event
- 4 Understand government-led skills development initiatives.

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**MODULES CURRENTLY NOT OFFERED:**

**21. Human Resource Management**

This unit considers how human resource management deals with these aspects of working. However, the focus of human resource management has moved beyond personnel management towards a more proactive approach that, in addition to the traditional roles associated with staff management, also considers how to get the best people and the best out of people so that they work in roles and ways that are closely aligned to organisational objectives. This often leads to the assertion by many senior managers that 'Our employees are our most valuable resource'.

Human resource management takes place against a background of organisational needs, policies and procedures that are themselves shaped by legal and regulatory requirements. The unit therefore gives consideration to the national and European legislation that has, for example, seen the introduction of a range of anti-discriminatory legislation, the significance of which can be seen regularly in high profile and often very expensive court cases. Organisations with effective human resource management policies, processes and practices will have committed skilled employees who contribute effectively to the organisation. In competitive business contexts this is a significant contribution to maintaining a competitive advantage.

**15. History of Art II**

This course is an overview of the visual arts from around 1300 C.E. through the present. It examines artworks in light of their particular stylistic characteristics and in terms of their historical and cultural contexts. We will treat European Art and Art of the Americans, and also overview of art of other cultures in Asian, Africa, and the Pacific. We will integrate information from the readings into an analysis of both specific artworks, as well as a treatment of broader art-historical themes.