

3.1.2 Description of courses

Undergraduate courses - B Acc / B Bus /Dual Degree programme

AA101 Accounting I

AUs: 4, Prerequisites: NIL, Semester 1 and 2

This course emphasizes the role and impact of information on business, and introduces students to the accounting process of measuring, controlling and attesting information.

AA102 Accounting II

AUs: 4, Prerequisites: AA101, Semester 1 and 2

AA102 takes a related but different perspective to AA101. While AA101 focuses on stakeholders external to the firm, AA102 focuses on stakeholders within the firm.

AA201 Accounting Measurement and Disclosure

AUs: 4, Prerequisites: AA102, Semester 1 and 2

The central theme of this course is the development, reporting and disclosure of organisation performance measures, both financial and non-financial, for use by individuals both internal and external to the organisation.

AA202 Accounting for Decision-Making and Control

AUs: 4, Prerequisites: AA102, Semester 1 and 2

This course focuses on the use of accounting information by managers for decision-making and control in organizations.

AA203 Principles of Taxation

AUs: 4, Prerequisites: AA101, Semester 1 and 2

This course focuses on the income tax system in Singapore and includes the goods and services tax.

AA205 Control and Risk Management

AUs: 4, Prerequisites: AA201, AC213, Semester 1 and 2

This course provides students with an overview of risks that can threaten the attainment of organisational objectives.

AA301 Business Valuation and Analysis

AUs: 4, Prerequisites: AA201, Semester 1 and 2

This course provides students with the conceptual background and analytical skills that are necessary to identify, assess and apply information for the purposes of analysing and valuing business activities and entities within the context of capital markets.

AA304 Assurance and Auditing

AUs: 4, Prerequisites: AA205, Semester 1 and 2

This course aims to provide a broad understanding of the role of assurance services in meeting the needs of organisations and society in general, as well as to promote a keen appreciation of the multi-faceted environment (e.g., economic, social, legal, professional) in which these services are provided.

AA306 Risk Reporting and Analysis

AUs: 4, Prerequisites: AA201, Semester 1 and 2

The overall objective of the course is to provide students with an understanding and appreciation of operating and financial risks that firms face and how corporate risk strategies affect accounting measurements and reporting.

AB102 Financial Management

AUs: 4, Prerequisites: NIL, Semester 1 and 2

The objective of this course is to provide Accountancy and Business students with a broad understanding of all the important financial principles, concepts and analytical tools. The understanding and analysis of financial statements, fundamental concepts such as the time value of money, risk and return, corporate financing choices and investment analysis, and financial risk management will also be covered.

AB103 Statistical and Quantitative Methods

AUs: 4, Prerequisites: NIL, Semester 1 and 2

This course covers the basic principles and methods in statistics and probability that are important to Accountancy and Business students. The emphasis is on the understanding of principles and the development of problem-solving skills. Students also learn how to interpret outputs from statistical software.

AB105 Organisational Behaviour and Design

AUs: 4, Prerequisites: NIL, Semester 1 and 2

Throughout the course, students will examine individual, group and organisational-level issues, and the management skills needed to be an effective and successful organisational member.

AB106 Principles of Economics

AUs: 4, Prerequisites: NIL, Semester 1 and 2

This course aims to teach students the “economic facts of life” in an interactive fashion.

AB107 Business Law

AUs: 4, Prerequisites: NIL, Semester 1 and 2

The aim of this course is to instill in today’s Accountancy and Business professionals a keen understanding of the legal aspects of their decisions and responsibilities in the daily practice of their profession.

AB112 Marketing

AUs: 4, Prerequisites: NIL, Semester 1 and 2

This course aims to provide a firm understanding of the fundamental principles and practice of marketing.

AB113 Information Technology

AUs: 4, Prerequisites: NIL, Semester 1 and 2

This course introduces students to the business uses of information technology.

AB114 Communication Fundamentals

AUs: 2, Prerequisites: NIL, Semester 1 and 2

This course aims to:

- encourage students to think creatively and critically about the human interactions that shape business and the resulting need for effective communication
- foster students’ understanding of basic and fundamental principles of interpersonal and organisational communication, both oral and written
- enable students to choose the appropriate communication strategy that would help them solve communication tasks in functional, creative ways in whatever business or academic environment they find themselves in

AB214 Communication Management Strategies

AUs: 4, Prerequisites: AB114, Semester 1 and 2

This course prepares students to master the communications challenges they are likely to meet in rapidly evolving business environments, so that they can become confident participants in their chosen fields of endeavour. Features of this course:

- An increased emphasis on speaking and presentation skills in a variety of business settings, thinking critically about communication contexts, and developing communication strategies appropriate to these contexts
- A more programmatic approach to the assessment of communications competencies, in which student participation plays a much greater role
- A combination of team and individual work to reflect practices in professional contexts
- The introduction of a significant case-study workshop component
- An assessment portfolio which enables easy monitoring of individual student progress

AB311 Strategic Management

AUs: 4, Prerequisites: AB105, AB112, Semester 1 and 2

This is the capstone course for business studies as it integrates all the functional disciplines in developing a general manager’s point of view.

AC208 Company Law

AUs: 4, Prerequisites: AB107, Semester 1 and 2

The course offers a lively account of the essential principles of Singapore Company Law, an outline of the current regulatory regime, and the wider context in which the law is applied.

AC213 Developing Business Information Systems

AUs: 4, Prerequisites: AB113, Semester 1 and 2

The aim of this course is to enable future accountants and business executives to understand, evaluate and use IT effectively.

BA215 Statistical Modelling

AUs: 4, Prerequisites: AB103, Semester 1

This course provides the basic background in statistics and probability, and in statistical modeling which is important in the study of Actuarial Science.

BA216 Survival Models

AUs: 4, Prerequisites: AB103, Semester 2

This course will develop fundamental principles and applications of survival models to provide students with a set of simple actuarial/statistical tools and techniques that can be applied in a more general setting in life insurance and other actuarial and financial applications.

BA217 Stochastic Modelling

AUs: 4, Prerequisites: AB103, Semester 2

In this course, students will learn how to model the behaviour of stochastic processes, i.e., those which evolve over time according to some non-deterministic mechanism.

BA218 Mathematics of Finance

AUs: 4, Prerequisites: NIL, Semester 1

This course seeks to equip students with the knowledge of the theory and practical applications of the mathematics of finance in various areas of actuarial work.

BA219 Principles of Risk & Insurance

AUs: 4, Pre-requisite: NIL, Semester 1 and 2

This course provides a working knowledge of the Principles of Insurance and Risk Management. It is useful for students specialising in other majors, enabling them to become intelligent users of insurance and risk management products.

BA309 Life Contingencies and Demography

AUs: 4, Prerequisites: BA216, Semester 1

This course builds on the foundation laid in the earlier courses and applies the principles and techniques acquired there to more complex life contingency problems covering multiple lives, multiple decrements and multiple state models in the pricing and valuation of life and disability assurances, the use of emerging cost and cash-flow approaches.

BA322 Actuarial Statistics

AUs: 4, Prerequisites: AB103, BA215, Semester 2

This course covers the application of probability theory and statistical methods to some insurance problems.

BA323 Actuarial Aspects of Asset Valuation

AUs: 4, Prerequisites: Knowledge from BA217 is expected, Semester 2

This course develops the necessary skills to construct and apply asset liability models and to value financial derivatives -- skills necessary to communicate with other financial professionals and to critically evaluate modern financial theories.

BA334 Actuarial Management

AUs: 4, Pre-requisite: AB103, BA216, Semester 2

This course exposes students to the practical aspects of the actuarial management of a typical life insurance company, imparting the knowledge and skills necessary for the management and mitigation of risks associated with the business, and for safeguarding the financial health of the company. Students will also learn about the quantitative aspects of actuarial management.

BC201 Introduction to Java Programming

AUs: 4, Prerequisites: AB113, Semester 2

This introductory programming course develops skills in designing, coding and debugging computer programmes using Java as the language vehicle.

BC203 Systems Analysis and Design

AUs: 4, Prerequisites: AB113, Semester 1

This course introduces students to the computerisation of basic processes in business organisations.

BC314 IT Security

AUs: 4, Prerequisites: AB113 or CSC101, Semester 1

This course equips business managers with the knowledge required to assess and manage the risks of doing business in an increasingly electronic environment. It focuses on protecting the availability, integrity and confidentiality of valuable information assets through a combination of people, processes and technology.

BC206 Financial Analytics and Reporting

AUs: 4, Prerequisites: AB113, Semester 2

The course is designed to equip our Accountancy and Business graduates with the IT concepts and skills to develop sophisticated and easy-to-use financial and business reporting solutions to support management decisions.

BC207 Data Management and Business Intelligence

AUs: 4, Prerequisites: AB113 or CSC101, Semester 1

This course explores management, organisational and technological issues in the ways data is stored, managed and applied in businesses. Using a simulated business, the database module covers data concepts, structures, conceptual and physical design techniques, data administration and data mining.

BC312 Enterprise Computing

AUs: 4, Prerequisites: AB113 or CSC101, Semester 2

This course is about Enterprise Resource Planning Systems, or Enterprise Systems.

BC313 Web Technologies

AUs: 4, Prerequisites: AB113, BC207, Semester 1

This course provides students with the knowledge and skills needed to build web applications using a hands-on approach. Students will be exposed to the current best practices for analysing, designing, developing, testing and deploying web applications with Java technologies.

BC317 IS in Financial Services

AUs: 4, Pre-requisite: AB113 or CSC101, Semester 2

This course provides an overview of the use of information systems and technology in the financial services industry. Students are expected to develop the knowledge and skills in managing, utilising and leveraging information technologies to support daily operations in financial institutions.

BF212 Mathematical Methods for Finance

AUs: 4, Prerequisites: GCE 'A' level Mathematics is preferred, Semester 1 and 2

This course enhances and broadens students' mathematical skills from their GCE 'A' level mathematics background, so that they can apply concepts from calculus and matrix algebra in solving problems related to finance.

BF214 Management of Financial Institutions

AUs: 4, Prerequisites: AB102, Semester 1

The objectives of this course are to provide students with a good understanding on the theoretical foundation of financial markets and institutions and keep students updated on the latest discourse on unresolved practical issues and policies in the new international financial environment.

BF215 Investments

AUs: 4, Pre-requisite: AB102, Semester 1 and 2

This course is designed to acquaint students with the fundamental concepts of investment management. It acquaints students with the investment environment, investment theory and the principles and practice of valuation. The analyses of the three main investment product groups - equities, fixed-income securities, and derivatives - will be introduced. The theories, principles and techniques of portfolio management will also be

discussed. Topics include the portfolio investment process, asset allocation, portfolio construction, and the evaluation of investment performance. A global perspective will be emphasized throughout the course.

BF218 International Financial Management

AUs: 4, Prerequisites: AB102, Semester 1

International Financial Management is an extension of Financial Management into the global arena.

BF219 Equity Securities

AUs: 4, Prerequisites: AB102, Semester 1 and 2

This course seeks to provide students with a comprehensive coverage of both the principles and techniques in equity securities analysis.

BF221 Wealth Planning

AUs: 4, Prerequisites: AB102, Semester 2

This course provides a comprehensive study of personal wealth management.

BF307 Derivative Securities

AUs: 4, Prerequisites: AB102, Semester 1 and 2

This course focuses on the theories and practices of derivative securities.

BF308 Fixed Income Securities

AUs: 4, Prerequisites: AB102, Semester 2

The objective of this course is to provide an overview of fixed income securities and their analysis.

BF322 Advanced Corporate Finance

AUs: 4, Prerequisites: AB102, Semester 1 and 2

This course develops analytical techniques and financial theories for optimal decision-making in a corporate setting.

BF323 Financial Risk Management

AUs: 4, Prerequisites: AB102, Semester 2

Students are expected to have a basic knowledge of treasury products like foreign exchange and forward contracts, futures, interest rate and currency swaps, and options. Some familiarity with duration and convexity is also expected.

BF324 Portfolio Management

AUs: 4, Prerequisites: AB102, BF215, Semester 2

This course builds on previous investment courses such as Equity Securities (BF219), Derivative Securities (BF307) and Fixed Income Securities (BF308).

BF325 Financial Modelling

AUs: 4, Prerequisites: AB102, Semester 1 and 2

This course helps students apply finance theories to real-world business problems.

BH223 Compensation and Benefits

AUs: 4, Prerequisites: AB105, Semester 1

The compensation professional must be able to integrate organisational missions and policies with employee compensation demands in a manner that leads to improved productivity and employee performance.

BH225 Human Resource Research

AUs: 3, Prerequisites: AB103, Semester 2

This course equips students with the necessary knowledge and skills to conduct applied human resource research in an organisation, and prepares them for the final-year Applied Research Project. Students will learn about the research process and its role in the field of human resource.

BH226 Strategic Human Resource and Consulting

AUs: 4, Prerequisites: AB105, Semester 1

This is an introductory course for second-year students majoring in human resource consulting.

BH227 Selection and Assessment

AUs: 4, Prerequisites: AB105, Semester 2

This course stresses the importance of person-job and person-organisation fit, and how organisational effectiveness can be enhanced through well-designed human selection and assessment systems.

BH324 Employment Law

AUs: 4, Prerequisites: AB107, Semester 2

BH324 acquaints students with the main principles of Employment Law in Singapore as a foundation for an understanding of the employment relationship and its incidents, both in Singapore and in other jurisdictions (particularly those with a common law heritage).

BH325 Learning and Performance Development

AUs: 4, Prerequisites: AB105, Semester 1

This course facilitates an understanding of the conceptual underpinnings of learning, training and development of human resources, and to apply the tools and techniques in addressing employee performance problems.

BH326 Human Resource Metrics

AUs: 4, Prerequisites: AA102, BH226, AB311, Semester 2

This course has two distinct components - Human Resource Costing and Performance Management.

BH331 Cultural Intelligence at Work

AUs: 4, Prerequisites: AB105, Semester 2

This course equips students with theories and skills that are relevant in today's global environment, both for the purpose of better managing cross-cultural interactions, and enhancing personal development.

BH333 Leadership in Organisations

AUs: 4, Prerequisites: 3rd Year Standing, Semester 2

The course aims to provide final-year undergraduate students with an appreciation of the new demands of leadership in the workplace.

BL241 Law and International Business

AUs: 4, Prerequisites: AB107, Semester 1

This course cultivates familiarity with the important legal issues that shape and influence global business decision-making.

BL243 Consumer and Marketing Law

AUs: 4, Prerequisites: AB107, Semester 2

BL243 provides a systematic overview of Singapore law relating to:

- The sale and supply of goods and services in Singapore (sales law, product liability, government contracts and procurement)
- Marketing and distribution of goods and services (advertising, licensing and franchising)
- Consumer protection (statutory protection of consumers and consumers' access to legal redress)

BL244 Law of Information and Technology

AUs: 4, Prerequisites: AB107, Semester 2

BL244 covers the generation and exploitation of intellectual property and content (inventions, trade secrets, designs, literary and artistic works, etc), and various legal issues that impact technology: electronic transactions, security, data/privacy protection, cyber crimes, cyber ethics and netiquette, bioethics, consumer protection issues for new technologies. The course concludes with an exploration of some dispute resolution issues and techniques in a globalised and borderless electronic world.

BL245 Negotiation and Dispute Resolution

AUs: 4, Prerequisites: AB107, Semester 1

This course increases awareness of the negotiation process, equips students with a basic framework with which to analyse and prepare for negotiations, and helps students develop a more effective negotiating style. It examines other forms of dispute resolution to equip participants with the ability to assess which mode of dispute resolution is the most appropriate in any given circumstances.

BL246 Management of Intellectual Property and Innovation

AUs: 4, Prerequisites: AB107, Semester 1

This course aims to provide business, science and engineering students a good grounding in how the law facilitates and protects the development, management and use of innovations.

BL247 Corporate Finance Law

AUs: 4, Prerequisites: AB107, Semester 1

Course objectives:

- To provide a grounding in the legal issues of corporate finance
- To provide an understanding of the legal practice issues of corporate finance
- To teach the fundamental legal concepts of corporate finance

BL248 Corporate Insolvency Law and Practice

AUs: 4, Prerequisites: AB107, Semester 2

This course seeks to improve the standards of future insolvency practitioners, and through the acquisition of knowledge and skills to equip them to take on more varied and diverse careers in the rapidly-changing economy.

BM211 International Business Environment

AUs: 4, Prerequisites: AB106, Semester 1

This course focuses on the global business environment in which MNEs operate.

BM212 Consumer Behaviour

AUs: 4, Prerequisites: AB112, Semester 1

This course focuses on the consumer as an individual level through an examination of consumer perception, self-concept, memory, motivation, attitudes and decision-making. It then examines interdependent aspects of consumer behaviour by examining its social and cultural context, including the influence of group members on decision-making and perception.

BM213 Product and Pricing Management

AUs: 4, Prerequisites: AB112, BM212, Semester 2

This course prepares students to build an in-depth knowledge of product management and pricing.

BM214 Integrated Marketing Communications

AUs: 4, Prerequisites: AB112, BM212, Semester 2

This course is concerned with the development, implementation and evaluation of marketing communication activities.

BM215 Marketing Channels

AUs: 4, Prerequisites: AB112, BM212, Semester 2

The course refers to one of the four Ps -- place, product, pricing and promotion -- and introduces the channel institutions -- retailing, wholesaling, electronic channels, franchising and supply chain.

BM305 Services Marketing

AUs: 4, Prerequisites: AB112, Semester 1 and 2

This course presents an integrated approach to the study of the principles of services marketing, linking marketing, operations and human resource functions, enabling students to learn how different concepts, framework and analytical procedures can best be used to examine and resolve the challenges in managing and marketing services.

BM315 Global Market Strategy

AUs: 4, Prerequisites: AB106, AB112, BM212, Semester 1 and 2

This course broadens students' understanding of global market operations by applying basic business principles in the wider context of international business.

BM321 Retail Management

AUs: 4, Prerequisites: AB112, Semester 1

This course provides comprehensive coverage of contemporary retail formats, emerging retail trends, current retail practices and innovative retail strategies.

BM322 Sales Management

AUs: 4, Prerequisites: AB112, Semester 1

In a competitive world, there is no point in having a great product if it cannot be sold! This course is concerned with how to manage sales rather than how to sell, with the objective of maximising the efficiency and effectiveness of the firm's revenue generation and market share.

BM324 Contemporary Issues in Marketing

AUs: 4, Prerequisites: AB112, BM 211, BM212, BM213, BM214, BM215, Semester 2

This advanced marketing course, to be taken in the graduating semester, exposes students to some of the contemporary challenges and cutting-edge issues facing marketers, particularly in Asia. In the 21st century, marketers face new challenges from evolving technologies, intensifying competition and demands for producing effective returns on marketing investments.

BT201 Introduction to Tourism & Hospitality Management

AUs: 2, Pre-requisite: NIL, Semester 1

The course introduces students to tourism and hospitality, the tourism and hospitality industry, and the challenges of management. The focus is on Singapore within a global context, and topics include the structure of the industry and its component sectors, recent developments, market trends and future prospects.

BT202 Revenue Management

AUs: 4, Pre-requisite: NIL, Semester 2

The essence of revenue management is to sell the right product to the right customers at the right prices – a method of profitably managing limited and perishable capacity. This course helps students apply the principles of revenue management. Main topics include yield management techniques, demand forecasting, dynamic pricing, overbooking, and strategic analysis. Simulation software will be used to gain hand-on experiences.

BT203 Facility Management & Design

AUs: 4, Pre-requisite: NIL, Semester 2

The course deals with opportunities and constraints regarding the design and management of tourism and hospitality facilities, which include accommodation units and attractions. Stages in the development process are analysed and key management tasks when setting up and after opening are addressed. Safety and security matters are also highlighted.

BT204 Service Operations Management

AUs: 4, Pre-requisite: NIL, Semester 1

This course provides an understanding and appreciation of the operations management function in firms in the tourism and hospitality industry. Students will learn the fundamental concepts and techniques necessary for designing, managing, analysing and improving processes for service operations in the tourism and hospitality industry. They will also learn to use analytical models and decision support tools to improve the operational effectiveness and efficiency of service organisations.

BT301 Electronic Distribution

AUs: 2, Pre-requisite: NIL, Semester 2

Distribution is a critical management decision with consequences for competitiveness and profitability. This course is concerned with new channels of distribution and communications for tourism and hospitality services, particularly those related to Internet technologies. Applications are considered across the range of industry sectors and the implications of future trends are discussed. Contemporary case studies will be used to illustrate current practices and relevant theoretical perspectives will be adopted.

BT302 Economics of Tourism

AUs: 4, Pre-requisite: NIL, Semester 1

The course provides an economic analysis of the tourism and hospitality industry and their economic impact on the economy. It cultivates an understanding of the economic environment which shapes tourism and hospitality and the part played by relevant institutions. Reference is made to government policy and its effects on the strategic framework within which the industry operates. Topics include tourism demand and supply, the economic impact of tourism and analysis of sustainable development.

BT312 International Tourism & Hospitality Development

AUs: 4, Pre-requisite: NIL, Semester 1

Success in the international tourism and hospitality industry requires an appreciation of changing trends worldwide and the contribution of numerous stakeholders to development. This course examines the forces and parties at work and analyses the consequences of their operations and interactions. Emphasis is placed on understanding the risks as companies expand globally, the nature of tourism development and its contribution to general development and the effective management of these processes. Topics for discussion include corporate aims and growth strategies, questions of finance, official policies, sustainable development and the roles of resident communities and other groups with an interest.

BT313 Tourism & Hospitality Marketing

AUs: 4, Pre-requisite: NIL, Semester 1

This course exposes students to the unique challenges and issues inherent in tourism and hospitality marketing and the strategies and tactics to deal with them effectively. Through class discussions, case studies, and real-life examples, students will learn classical and cutting-edge concepts, models and applications of strategic thinking and analysis to the marketing of tourism and hospitality products: from stakeholder/business model deconstruction and service/destination branding to social media and sustainable tourism marketing. Necessarily, an integrated approach to marketing is emphasized so that students can appreciate how components of the tourism and hospitality system complement each other in enhancing the customer/visitor experience to achieve long-term shareholder value and destination stakeholder value.

HW001 English Proficiency*

AUs: NIL, Prerequisites: NIL, Semester 1 and 2

This course improves English proficiency by helping students understand and use the grammatical structures required for academic writing in a business school.