

PROGRAM PLAN



BACHELOR OF BUSINESS

PROGRAM OPTION:
[1] Leadership and Management
[2] Marketing

START DATE:
Trimester 2, 2020

LOCATION:
Singapore

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)
 [COURSE HANDBOOK](#)

COURSE STATUS KEY

C = Completed
En = Enrolled
NS = Not Started

YEAR 1	TRIMESTER 2	ACFI1003 Introduction to Finance	MNGT1001 Introduction to Management	STAT1060 Business Decision Making	ELECTIVE	TRIMESTER 3	ACFI1001 Accounting for Decision Makers	LEGL1001 Foundations of Law	ECON1001 Microeconomics for Business Decisions	MKTG1001 Foundations of Marketing	TRIMESTER 1	MNGT2002 Business Venturing	MNGT2005 Leadership and Ethics	MKTG2010 Marketing Research	MKTG2101 Consumer Behaviour
		CORE	CORE	CORE	ELECTIVE		CORE	CORE	CORE	CORE		MAJOR 1	MAJOR 1	MAJOR 2	MAJOR 2
YEAR 2	TRIMESTER 2	MNGT3008 Advanced Innovation Management	MKTG3000 Strategic Marketing Management	MKTG3060 International Marketing	ELECTIVE	TRIMESTER 3	MNGT3002 Knowledge Management	MNGT3012 Strategic Business Management	MKTG3002 Digital and Social Media Marketing	MKTG3040 Services Marketing	TRIMESTER 1	MNGT3011 Leading Organisational Change	ELECTIVE	ELECTIVE	ELECTIVE
		MAJOR 1	MAJOR 2	MAJOR 2	ELECTIVE		MAJOR 1	MAJOR 1	MAJOR 2	MAJOR 2		MAJOR 1	ELECTIVE	ELECTIVE	ELECTIVE

PROGRAM PLAN


BACHELOR OF BUSINESS

PROGRAM OPTION:
International Business

START DATE:
Trimester 2, 2020

LOCATION: Singapore

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 [COURSE HANDBOOK](#)

COURSE STATUS KEY

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Year	Trimester	Course Code	Course Name	Category
YEAR 1	TRIMESTER 2	MNGT1001	Introduction to Management	CORE
		STAT1060	Business Decision Making	CORE
		IBUS1000	Managing International Business Risk	MAJOR
		ELECTIVE		ELECTIVE
	TRIMESTER 3	ACFI1001	Accounting for Decision Makers	CORE
		LEGL1001	Foundations of Law	CORE
YEAR 2	TRIMESTER 2	ACFI1003	Introduction to Finance	CORE
		ECON3003	Global Trade and Finance	MAJOR
		IBUS3000	International Business Strategy	MAJOR
		ELECTIVE		ELECTIVE
	TRIMESTER 3	IRHR3540	International Human Resource Management	MAJOR
		MKTG3060	International Marketing	MAJOR
TRIMESTER 1	ELECTIVE		ELECTIVE	
	ELECTIVE		ELECTIVE	
	ELECTIVE		ELECTIVE	
	ELECTIVE		ELECTIVE	

PROGRAM PLAN

BACHELOR OF BUSINESS

PROGRAM OPTION:
Entrepreneurship and Innovation

START DATE:
Trimester 2, 2020

LOCATION:
Singapore

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 [COURSE HANDBOOK](#)

COURSE STATUS KEY

C = Completed

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Year	Trimester	Course	Category	Course	Category	Course	Category	Course	Category	Course	Category	Course	Category																
YEAR 1	TRIMESTER 2	ACFI1003 Introduction to Finance	CORE	MNGT1001 Introduction to Management	CORE	STAT1060 Business Decision Making	CORE	MNGT1002 Introduction to Entrepreneurship and Innovation	MAJOR	TRIMESTER 3	ACFI1001 Accounting for Decision Makers	CORE	LEGL1001 Foundations of Law	CORE	ECON1001 Microeconomics for Business Decisions	CORE	MKTG1001 Foundations of Marketing	CORE	TRIMESTER 1	MNGT2002 Business Venturing	MAJOR	MNGT2003 Entrepreneurial and Innovation Diversity	MAJOR	ELECTIVE	ELECTIVE				
YEAR 2	TRIMESTER 2	MNGT3006 Entrepreneurial Strategy (20 units)	MAJOR	MNGT3007 Social Entrepreneurship	MAJOR	MNGT3008 Advanced Innovation Management	MAJOR			TRIMESTER 3	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE					TRIMESTER 1	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE						

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To be eligible to graduate make sure you have completed 240 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- Core courses – 70 units
- Leadership and Management and Marketing major courses – 120 units (allows for 50 units of electives)
- Entrepreneurship and Innovation major courses – 70 units (allows for 100 units of electives)
- International Business major courses – 70 units (allows for 100 units of electives)
- Students must not exceed 100 units at 1000 level in this program and must complete between 40 and 100 units at both the 2000 and 3000 level
- The duration of this program is 2 years full-time (40 units per trimester) or part-time equivalent.
- The maximum time to complete this program is 8 years.



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Program Advisor](#).