

# PROGRAM PLAN

## BACHELOR OF BUSINESS

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

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

# PROGRAM PLAN

## BACHELOR OF BUSINESS

**PROGRAM OPTION:**  
International Business

**START DATE:**  
Trimester 1, 2020

**LOCATION:** Singapore

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YEAR 2	TRIMESTER 1	TRIMESTER 2	TRIMESTER 3																								

# PROGRAM PLAN

## BACHELOR OF BUSINESS

**PROGRAM OPTION:**  
Entrepreneurship and Innovation

**START DATE:**  
Trimester 1, 2020

**LOCATION:**  
Singapore

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 [PROGRAM HANDBOOK](#)

 [COURSE HANDBOOK](#)

### COURSE STATUS KEY

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		CORE	CORE	CORE	CORE		CORE	CORE	CORE	MAJOR		MAJOR	MAJOR	ELECTIVE	ELECTIVE
YEAR 2	TRIMESTER 1	MNGT3006 Entrepreneurial Strategy (20 units)	MNGT3007 Social Entrepreneurship	MNGT3008 Advanced Innovation Management		TRIMESTER 2	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE	TRIMESTER 3	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
		MAJOR	MAJOR	MAJOR			ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE		ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE

## PROGRAM PLAN

# BACHELOR OF BUSINESS

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](#).