

PROGRAM PLAN



BACHELOR OF BUSINESS

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

START DATE:
Trimester 1, 2, 3, 2021

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](#)

NAME:

STUDENT NO.:

COURSE STATUS KEY

C = Completed

En = Enrolled

NS = Not Started

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

PROGRAM PLAN

BACHELOR OF BUSINESS

PROGRAM OPTION:
International Business

START DATE:
Trimester 1, 2, 3, 2021

LOCATION:
Singapore

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 [COURSE HANDBOOK](#)

NAME:

STUDENT NO.:

COURSE STATUS KEY

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YEAR 1	ACFI1001 Accounting for Decision Makers CORE	LEGL1001 Foundations of Law CORE	ECON1001 Microeconomics for Business Decisions CORE	MKTG1001 Foundations of Marketing CORE	IBUS1000 Managing International Business Risk CORE	MNGT1001 Introduction to Management CORE	STAT1060 Business Decision Making CORE	ELECTIVE	IBUS2001 Cross-Cultural Management & Negotiations	IBUS2003 International Trade Logistics	ELECTIVE	ELECTIVE
	YEAR 2	ACFI1003 Introduction to Finance CORE	ECON3003 Global Trade and Finance MAJOR	IBUS3000 International Business Strategy MAJOR	ELECTIVE	IRHR3540 International Human Resource Management MAJOR	MKTG3060 International Marketing MAJOR	ELECTIVE	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 [Academic Program Advisor](#).