

For Batches Admitted in AY19

PGM	Bachelor of Business (BUS)
	<p>9 Common Core Courses</p> <ol style="list-style-type: none"> 1. AD1101 Financial Accounting I (4 AUs) 2. AD2101 Management Accounting (4 AUs) 3. AB1201 Financial Management (3 AUs) 4. AB1202 Statistics & Analysis (3 AUs) 5. AB0901 Principles of Economics (3 AUs) 6. AB1401 Technological Innovations & Development (3 AUs) 7. AB1402 Foundational Excel (1 AU) 8. AB1501 Marketing (3 AUs) 9. AB1601 Organisational Behaviour & Design (3 AUs) <p><u>Professional Development @ NBS</u> AB1000 Career Foundations I (1 AU) AB2000 Career Foundations II (1 AU) AB2004 Professional Attachment (5 AUs)</p> <p>Capstone course: AB3601 Strategic Management (4 AUs)</p>
	<p>Core Requirement (4 AUs each)</p> <p>6 Business Specialisation Courses (see *)</p> <p>3 Business Enhancement Courses</p> <ol style="list-style-type: none"> 1. BE1401 Business Operations & Processes 2. BE2601 Management Principles, Skills and Competencies 3. Choose 1 from the following as Major PE: <ul style="list-style-type: none"> • AB9601 Negotiate to Get What You Want: Strategy and Practice • AB9602 Leadership in Organisations • AC2302 Company Law & Corporate Governance (N/A for ACBS students) • BE3201 Entrepreneurial Finance • BE2501 International Business Environment (N/A for Marketing students) • BE2502 Innovation Marketing • BH3604 Managing Organisational Change • BL9301 Law of Commercial Transactions • BL9302 Law of Intellectual Property and New Media • BL9304 Negotiation & Dispute Resolution

BREADTH component	<p>Breadth Requirement (General Education Requirement – GER)</p> <p>a) GER Core</p> <p>AB0601 Communication Mgt Fundamentals (2 AUs) AB0602 Communication Mgt Strategies (4 AUs) AB1301 Business Law (3 AUs) AB0403 Decision-making with Programming and Analytics# /BC0401 Programming for Business Analytics## HY0001 Ethics and Moral Reasoning (1 AU) GC0001 Sustainability: Seeing through the haze (1AU) ET0001 Enterprise and Innovation (1 AU)</p> <p>b) GER Prescribed Electives (GER-PEs)</p> <p>To choose one from each category (3 AUs each)</p> <ul style="list-style-type: none"> - Business & Management (BM)*** - Liberal Arts (LA)** - Science, Technology & Society (STS) – waived in lieu of AB0403/BC0401 <p>c) Unrestricted Electives (3 to 5 courses, total of 12 AUs)</p> <p>Can be used to complete a self-customised set of electives, university minor, URECA, or the University Scholars Programme (USP)</p> <p>For students admitted to the following bundled programmes, the requirements of the Minor are fulfilled using the Unrestricted Elective credits.</p> <p>+BUS with MINOR IN STRATEGIC COMMUNICATION ++BUS with MINOR IN INTERNATIONAL TRADING (not open to BBus – B&F Specialisation in ITP) Note that the bundled programmes are mutually exclusive with the USP</p>
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For non-BUS-BA (BBus with a specialisation in Business Analytics) students

For BUS-BA (BBus with a specialisation in Business Analytics) students

List of Business Specialisation Courses

ACTUARIAL SCIENCE

Specialisation Core Courses

BA2201 Actuarial Economics
BA2202 Mathematics of Finance
BA2203 Statistical Modeling
BA2204 Models
BA3201 Life Contingencies & Demography
BA3203 Actuarial Aspects of Asset Valuation
BA3202 Actuarial Statistics

The following courses are also available to Actuarial Science majors as Unrestricted Electives (UEs):

BA2205 Actuarial Computing
BA3204 Actuarial Management
BR2205 Insurance Practice
BR3204 Property and Liability Insurance

BANKING & FINANCE

1. Main Track (BAF)
2. Platform-based Learning Track (PBL)
3. International Trading Track (ITP)
4. Applied Wealth Management (AWM)

1. Main Track (BAF)	2. Platform-based Learning Track (PBL)	3. International Trading Track (ITT)	4. Applied Wealth Management Track (AWM)
<p>To take 7 specialisation courses comprising 1 Core course and 6 Prescribed Electives, totaling 28 AUs:</p> <p><u>Specialisation Core Courses</u> BF2201 Investments Ethics Seminar</p>	<p>To take 7 specialisation core courses, comprising 5 Core courses and 2 Prescribed Electives, totaling 28 AUs:</p> <p><u>Specialisation Core Courses</u> BF2201 Investments BF2211 Global Financial Markets BF2212 Investment Products BF3209 Portfolio Management and Analysis BF3210 Issues in Global Financial Markets</p>	<p>To take 9 specialisation courses comprising 7 Core courses and 2 Prescribed Elective, totaling 24 AUs:</p> <p><u>Specialisation Core Courses</u> BF2216 Trade Incoterms & Ship Chartering BF2217 Commodity Markets BF2302 International Tax and Trading Law BF3212 Trade, Structured & Supply Chain Finance BF3213 Enterprise Risk Management in Commodity Markets BF3214 Commodities Trading BF4001 Industry Seminar</p>	<p>To take 7 specialisation courses comprising 3 Core courses and 4 Prescribed Elective, totaling 28 AUs:</p> <p><u>Specialisation Core Courses</u> BF2201 Investments + Ethics Seminar <i>BFxxxx Wealth Management Affluent (new)*</i> <i>BFxxxx Wealth Management Team Project (new)*</i></p>
<p>Choose 6 Specialisation Prescribed Electives:</p> <p>BF2101 Financial Statement Analysis (N/A for ACBS students) BF2202 Mathematical Methods of Finance BF2206 Wealth Management BF2207 International Finance BF2209 Derivative Securities BF2210 Risk Management of Financial Institutions BF2211 Global Financial Markets BF2212 Investment Products BF2213 Introduction to Compliance BF2214 Financial Technologies in Investment Management BF3201 Corporate Finance and Strategy BF3202 Fixed Income Securities BF3203 Equity Securities BF3204 Financial Modelling BF3207 Alternative Investments BC3402 Financial Service Processes & Analytics AC2301 Principles of Taxation (N/A for ACBS students)</p>	<p>Choose 2 Specialisation Prescribed Electives:</p> <p>BF2101 Financial Statement Analysis (N/A for ACBS students) BF2202 Mathematical Methods of Finance BF2206 Wealth Management BF2207 International Finance BF2209 Derivative Securities BF2210 Risk Management of Financial Institutions BF2213 Introduction to Compliance BF2214 Financial Technologies in Investment Management BF3201 Corporate Finance and Strategy BF3202 Fixed Income Securities BF3203 Equity Securities BF3204 Financial Modelling BF3207 Alternative Investments BC3402 Financial Service Processes & Analytics AC2301 Principles of Taxation (N/A for ACBS students)</p>	<p>Choose 2 Specialisation Prescribed Electives:</p> <p>BF2201 Investments BF2207 International Finance BF2209 Derivative Securities BF2211 Global Financial Markets BF2213 Introduction to Compliance BF3201 Corporate Finance & Strategy</p>	<p>Choose 4 Specialisation Prescribed Electives:</p> <p>BF2207 International Finance BF2209 Derivative Securities BF2210 Risk Management of Financial Institutions BF2213 Introduction to Compliance BF3201 Corporate Finance and Strategy BF3204 Financial Modelling BF3207 Alternative Investments</p>

BUSINESS ANALYTICS

Specialisation Core Courses

BC2402 Designing & Developing Databases
BC2406 Analytics I: Visual and Predictive Techniques
BC2407 Analytics II: Advanced Predictive Techniques

Specialisation Prescribed Electives

Choose 3 Specialisation Prescribed Electives:
AC2401 Accounting Information Systems
BT2403 Service Operations Management
BC2408 Supply Chain Analytics
BC3402 Financial Service Processes & Analytics
BC3405 Lean Operations & Analytics
BC3406 Business Analytics Consulting
BC3407 R and Python for Business Analytics
BC3408 Decision Modelling & Analytics
BC3409 AI in Accounting and Finance

HUMAN RESOURCE CONSULTING

Specialisation Prescribed Electives

Choose 6 Specialisation Prescribed Electives:

BH2601 Strategic HR Management & Consulting
BH2602 Total Rewards Management
BH2603 Talent Sourcing & Acquisition
BH2604 Managing & Consulting through Research
BH3301 Employment Law
BH3601 Talent Development & Management
BH3602 HR Technologies, Metrics & Performance Management
BH3603 Cultural Intelligence at Work

Note: In view of the pre-requisites for various HRC courses, HRC majors have to take BH2601 Strategic HR & Consulting in Year 2 Sem 1 in order to have more options in course selections in Year 3

MARKETING

Specialisation Core Courses

BM2501 Market Behaviour
BM2502 Market Intelligence
BM2503 Market Relationships
BM3502 Global Business Strategy

Specialisation Prescribed Electives

Choose 2 Specialisation Prescribed Electives (could be in 3 tracks):

BM2504 Integrated Marketing Communications: A Global Perspective
BM2505 Channel Value Creation
BM2506 Digital Marketing: Connecting with Customers in Today's World
BM2507 Marketing Analytics
BM3501 Marketing Strategy
BM3503 Retail Management
BM3505 Services Marketing
BM3506 Strategic Brand Management

RISK MANAGEMENT & INSURANCE

Specialisation Core Courses

BR2201 Risk Modelling
BR2202 Insurance Law & Regulations

Specialisation Prescribed Electives

Choose 4 Specialisation Prescribed Electives:

BR2203 Econometrics & Applications
BR2204 Introduction to Financial Risk Management
BR2205 Insurance Practice
BR2206 Life Insurance Underwriting and Claims
BR3201 Insurance Mathematics
BR3202 Risk Theory
BR3203 Principles of Enterprise Risk Management
BR3204 Property and Liability Insurance
BR3205 Marine and Aviation Insurance
BR3206 Alternative Risk Transfer
BR3207 Cyber Risk Management and Insurance
BR3208 Operational Risk Management
BR3209 Computing for Risk Management and Insurance Practices

GER Prescribed Electives (GER-PEs)

(a) Business and Management (BM)***

For BUS students: to be chosen from menu of NBS Sustainability Courses

1. AB0001 Sustainability: Issues, Reporting & Finance
2. AB0301 Legal & Ethical Issues in Sustainability
3. AB0402 Sustainability, Innovation & Operations
4. AB0501 Green Marketing
5. AB0502 Managing Sustainability
6. AB0603 Business Gone Green: Managerial Issues

(b) Liberal Arts (LA)**

To be chosen from NTU's LA menu which also includes the following courses offered by NBS

1. BU8241 Money 101
2. BU8341 Practical Ethics-Thinking about Right and Wrong
3. BU8541 Sports Marketing – Marketing of Champions
4. BU8542 Social Marketing – Making the World a Better Place
5. BU8543 Tourism & Society – Journeys of Discovery
6. BU8544 Marketing Health: Consumers' Pursuit of Wellness
7. BU8545 Consumer Neuroscience: how brain science is informing business
8. BU8641 Cultural Intelligence: How to be an Explorer of the World
9. BU8642 Leadership in the 21st Century
10. BU8644 Smarter Brain? The Science of Decision Making

(c) Science, Technology and Society (STS)

The requirement for STS has been waived in lieu of GER Core: AB0403 Decision-making with Programming and Analytics / BC0401 Programming for Business Analytics

ADDITIONAL BUS PROGRAMME BUNDLES OFFERED AT POINT OF ADMISSION

+BUS with MINOR IN STRATEGIC COMMUNICATION

To choose 4-5 courses:

CS0209 Media Law, Ethics and Policy
CS2031 Creative Strategies
CS2059 Social Consequences of Mobile Communication
CS4030 Crisis Management
CS4031 Media Planning and Strategies
CS4058 Intercultural Communication
CS4059 Public Opinion
CS4060 Persuasion & Social Influence
CS4070 Issues in Advertising
CS4072 Digital Communication & Human Relationships
CS4262 Social Media and Digital Campaign Management

++BUS with MINOR IN INTERNATIONAL TRADING (not open to BBus – B&F Specialisation in ITP)

BF2217 Commodity Markets
BF3213 Enterprise Risk Management in Commodity Markets
BF2216 Trade Incoterms & Ship Chartering
BF2302 International Tax and Trading Law
BF3212 Trade, Structured & Supply Chain Finance
BF3214 Commodities Trading
BF4001 Industry Seminar