

## **Bachelor of Business Studies (Honours) (Project Management) (Top-up)**

### **Module description**

#### **Core Modules**

##### **Economics and Market Innovations**

This module is designed to provide students with an introduction to economics with a particular focus on moving from the traditional single-sided platforms to multi-sided platforms. This module examines the role of network effects in business, where adding customers attracts new customers. Rather than adding large numbers of a single type of customer, multi-sided platforms focus on attracting different types of customers (indirect network effects). We refer to these types of businesses as multi-sided platforms or matchmakers. These businesses connect one group of customers with another group of customers and they represent some of the most successful corporations operating today, including Airbnb, Alibaba and Meta.

Critically, the conventional economic rules that apply to single-sided platforms break down when we consider the case of multi-sided platforms. The role of technology and the extent of interconnectedness will come to the fore when examining multi-sided platforms.

##### **Digital Business**

This introduces current and emerging digital business technologies and applications that are helping organisations to gain and sustain their competitive advantage in the global marketplace. Students will be learning through discussions on current and emerging digital business technologies, applications and their implications to the overall organisation strategy and society. The following topics will be covered: digital business in today's organisation, digital business and competitive advantage, digital business planning, development and project management, digital business-related ethical, social and legal issues, and emerging digital business trends.

##### **The Future of Organisations and Work**

This module will introduce you to the management of organisations. The topics covered in the module include environment and organisations, matrix structures, organisation design options – functional, organisations for international operations, organisation structure and design, product, strategy and organisations, and technology and organisations. The module provides for the blending of its theory and practice contents

with the collective workplace experiences of the participants. To this end, participants will be expected to contribute to critical reflection on their workplace experiences along with collaborative interpretation of such experiences in both classroom and study group settings. Advance preparation for classes and workshops will be an important feature, with readings and questions for reflection assigned at the commencement of the trimester.

## **Marketing in a Digital Era**

This module will provide students with an overview of the function of marketing in a digital era. With an emphasis on digital marketing, the areas covered in the module are analytical methods used in marketing analysis, consumer and business-to-business markets, the role of marketing in society, the scope of marketing in the organisation, understanding and analysing competitors, and utilising the marketing toolkit effectively.

## **Operations Management**

This module focuses on the study of value and supply chains integrating a company, its suppliers and its customers. Students develop in-depth knowledge of the entire flow of the end-to-end supply chain, from raw materials to finished products. Topics include capacity management, ERP systems, forecasting methods, lean/agile supply chain design, supply chain inventory management, supply chain operations reference model and the supply chain strategy.

## **Principles of Finance**

This module covers the fundamentals of finance. The module will address issues such as why corporate finance is important and introduce the theoretical underpinnings of financial concepts. A comprehensive range of issues including the role of corporate governance and agency theory in finance, how the stock and bond markets function, pricing stocks and bonds, and capital budgeting techniques will be introduced.

## **Corporate and Competitive Strategy**

This module addresses the central issues faced by managers when striving to ensure the long-term viability of their organisations. This module introduces students to the principles and tools of strategic analysis before applying them to the key issues in corporate and competitive strategies. We will analyse the external and internal environments of various organisations, identify the sources of the organisations'

competitive advantage and explain the scope of their businesses. We will also examine the frameworks and concepts available to managers when developing, implementing and assessing strategies.

## **Managing People at Work**

This module will provide students with a comprehensive overview of the key aspects of the strategic management of human resources. Among the areas covered are human resource management (HRM) and corporate social responsibility, human resource development, reward and performance management, strategies for retaining staff and downsizing an organisation, strategic HRM and talent management.

## **Specialised Modules**

### **Project Analytics**

The Project Analytics module focuses on the study of the management of uncertainty regarding projects. Students develop knowledge on how to use analytical techniques to monitor and control the uncertainty, as well as to estimate project schedule and cost more accurately with analytics-driven prediction.

### **Supply Chain Management**

This module focuses on the study of business relationships between a company, its suppliers and its customers. Students will develop in-depth knowledge of the entire flow of the end-to-end supply chain, from raw materials to finished products. A particular emphasis is placed on information and supply flow through the value chain and the management of relationships.

### **Leadership and Change Management**

The topics to be covered include leadership and the management of change: change interventions and evaluation, introduction and impetus, techniques for diagnosing change, the reality of change management within organisations, surviving change: leadership in organisations, the special cases of restructuring and turnaround, and leadership and the management of change: an integration. A range of practical workplace examples of the management of change will be introduced throughout the module through the use of case studies.

## Management of Projects and Project Based Organisations

In recent years, there has been a rapid growth in the use of project management methods and tools as a means by which organisations achieve their objectives. Projects drive business activities in a wide variety of sectors, from private sector manufacturing and service companies to government and public sector organisations, and not-for-profit charities and humanitarian groups. Irrespective of the product or service sector, good project management techniques will provide a result that is delivered on time and within budget. In this regard, the module will cover topics such as planning, scheduling, budgeting, quality, leadership and risk management, which are some of the key issues that need to be understood and practised by managers to realise successful project delivery. The module focuses on project organisation (functional, hybrid, task force), principles (anticipation vs. flexibility) and contingencies (uncertainty, relevance).

## Elective Module

### Professional Business Competencies\*

This optional module is designed for business students to facilitate their personal and professional development. Students will develop an understanding of what motivates them and their strengths so that they can find fulfilment in the workplace. Students will learn about career options available to business graduates and approaches they can utilise to independently research these possibilities. Students will create a career action plan and learn how to navigate recruitment processes, gaining practical experience in CV preparation and interview techniques. Throughout this module, students will develop their employability skills, including commercial awareness, digital profile, effective business communication and teamwork.

*\*The elective module is optional for the completion of the Degree programme. Class commencement of the elective module is subject to a minimum student number under the discretion of Kaplan in Singapore and the University.*