

# Bachelor of Business Studies (Honours) (Finance) (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.

## Specialised Modules

### Data Analytics for Finance

This module covers the fundamental mathematical and statistical background necessary for the understanding of financial markets. The aim of this module is to examine why and how finance professionals use data and quantitative methods. A comprehensive range of quantitative techniques are reviewed. However, the main focus is on applications in finance. The first part of the module will introduce students to the basic techniques of data analysis used by finance professionals. This will include a discussion of the main databases, a review of the key features of market data, as well as the techniques available for analysing this data. In order to develop a comprehensive understanding of financial analysis, we examine a number of key quantitative principles in the second part. Key relationships will be examined, including discounting and the time value of money. The module is concluded with an introduction to empirical relationships in finance using econometric analysis.

### Corporate Finance

The module provides for the blending of its theory and practice contents (Capital Budgeting/Investment Appraisal (including the time value of money), Capital Structure, Derivatives, Dividend Policy, International Financial Management, Mergers and Takeovers, Portfolio Theory (including the Capital Asset Pricing Model), Sources of Finance, Valuation of Companies and Working Capital Management) with the collective workplace experiences of the participants, to this end, participants will be expected to contribute 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.

### Finance and Financial Institutions

In this module, three key areas of finance will be covered: Financial Systems, Financial Intermediaries and the Principles of Finance. Financial Systems covers the role of financial systems, nature of financial claims, structure of financial markets and comparative financial systems. Complementing this, Financial Intermediaries and the Principles of Finance provide a broad understanding of the various aspects which impact financial

systems such as banking regulations, risk management, financial securities and financial markets. The aim is to impart the importance of finance to students.

## **Investment and Portfolio Management**

This module will provide a review of modern portfolio theory and investment analysis. It begins with an overview of financial markets and instruments. In the first part of the module, we examine portfolio theory – the principles of risk and return – and portfolio diversification. We then examine the valuation of equity and fixed income instruments and the fundamentals of foreign exchange. Finally, we apply the theory to practice, learning about active portfolio management and performance evaluation.

## **Derivative Securities**

This module introduces the fundamentals of derivative securities. Topics covered include derivative markets, uses of derivatives and the pricing of derivatives. Asset classes covered will include commodities, equities and foreign exchange.

The aim of this module is to introduce derivatives as a tool for managing risk. The key products are futures, options and swaps. This module describes in detail how the international derivatives markets work, how they can be used by treasury and risk management departments, and what determines prices in them. The topics covered in this module are: dynamic hedging and portfolio insurance, futures and options markets, interest rate and foreign currency swaps, interest rate futures, introduction to options strategies, pricing options and credit derivatives, and types of options.

## **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.*