

# STUDY PLAN

## BACHELOR OF BUSINESS

### Course Structure ( Not for ACC Major)

BBUS comprises of 24 subjects, including:

|   |   |                            |   |   |
|---|---|----------------------------|---|---|
| 7 Core Subjects at Level 1 & 1 Core Subject at Level 3* | + | 8 Core Subjects of Major 1 | + | One of below choices:<br>a) 8 Core Subjects of Major 2<br>b) 4 Core Subjects of Minor 1 & 4 Core Subjects of Minor 2<br>c) 4 Core Subjects of Minor 1 & 4 Elective Subjects<br>d) 8 Elective Subjects ( 2BX L2, 1 BU/BX L2 or L3, 1 BX L3, 1 any L2 or L3 undergraduate subject and 3 any undergraduate L1, L2 or L3 subjects |
|---|---|----------------------------|---|---|

### Course Structure (For ACC Major)

BBUS (ACC) comprises of 24 subjects, including:

|  |   |                               |   |   |
|--|---|-------------------------------|---|---|
| 7 Core Subjects at Level 1 & 1 Core Subject at Level 3 | + | 11 Core Subjects of ACC Major | + | One of below choices:<br>a) 4 Core Subjects of Minor 1 + 1 BU/BX Elective (Any undergraduate level)<br>b) 5 BU/BX Elective Subjects ( 2 at Level 2/3 & 3 at Any undergraduate level subjects) |
|--|---|-------------------------------|---|---|

### Level 1 & Level 3 - Core Subjects

| Subject Code | Subject Name                                     | Prerequisite          | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|--|-----------------------|---------|---------|---------|---------|---------|---------|
| BU1002       | Accounting for Decision Making                   |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU1003       | Economics for Sustainable Business               |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU1007       | Business Data Analysis and Interpretation        |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU1104       | Business, Environment and Society in the Tropics |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU1105       | Contemporary Business Communications             |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU1108       | Managing Consumer Markets                        |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU1112       | Business Law                                     |                       | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BU3102       | Multidisciplinary Project                        | 36 CP of BU/BX subjs. | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| or BU3101    | Professional Internship                          | 36 CP BU/BX           | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| or BU3103    | Independent Project                              | 36 CP BU/BX           | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |

### International Business Major (INB) - Core Subjects

| Subject Code | Subject Name                              | Prerequisite                                       | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---|--|---------|---------|---------|---------|---------|---------|
| BX2014       | Financial Management                      | BU1002/BU1902 and BU1007/MA1401                    | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2061       | Business Negotiation                      | 15 credit points of BU/BX subjs.                   | ✓       |         | ✓       |         | ✓       |         |
| BX2062       | Operations Management                     |  | ✓       |         | ✓       |         | ✓       | ✓       |
| BX2174       | Research and Decision Making for Business | BU1007/MA1401 and 12 credit points of BU/BX subjs. | ✓       |         | ✓       |         | ✓       | ✓       |
| BX3152       | Managing a Global Workforce               | 18 credit points of subjs.                         | ✓       | ✓       |         | ✓       | ✓       |         |
| BX3061       | International Business                    | 18 credit points of subjs.                         | ✓       |         | ✓       | ✓       |         | ✓       |
| BX3082       | International Marketing                   | BU1108/BU1808 and 18 credit points of subjs.       |         | ✓       | ✓       |         | ✓       | ✓       |
| BX3173       | Strategic Entrepreneurship                | 18 credit points of subjs.                         | ✓       |         | ✓       |         | ✓       |         |
| BX3031       | Multinational Business Finance            | Replaced with BX3173 from SP51 2018 onwards        |         |         |         |         |         |         |
| BX3052       | Cross-Cultural Management                 | Replaced with BX3152 from SP53 2017 onwards        |         |         |         |         |         |         |

### Management Major (MNT) -Core Subjects

| Subject Code | Subject Name                              | Prerequisite                                       | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---|--|---------|---------|---------|---------|---------|---------|
| BX2051       | Managing People                           |  | ✓       |         | ✓       |         | ✓       | ✓       |
| BX2062       | Operations Management                     |  | ✓       |         | ✓       |         | ✓       | ✓       |
| BX2077       | Project Management                        | 18 credit points of subjs.                         |         | ✓       | ✓       | ✓       |         | ✓       |
| BX2174       | Research and Decision Making for Business | BU1007/MA1401 and 12 credit points of BU/BX subjs. | ✓       |         | ✓       |         | ✓       | ✓       |
| BX3171       | Organisational Behaviour                  | 18 credit points of BU/BX subjs.                   |         | ✓       |         | ✓       |         | ✓       |
| BX3172       | Management Accounting for Non-Accountants | BU1002 and 18 credit points of subjs.              |         | ✓       |         | ✓       |         | ✓       |
| BX3173       | Strategic Entrepreneurship                | 18 credit points of subjs.                         | ✓       |         | ✓       |         | ✓       |         |
| BX3174       | Management and Leadership                 | 18 credit points of Level 1 BU/BX subjs.           | ✓       |         | ✓       |         | ✓       |         |

### Sports and Events Management Major (SMG) - Core Subjects

| Subject Code | Subject Name                           | Prerequisite                                | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|--|---|---------|---------|---------|---------|---------|---------|
| BX2077       | Project Management                     | 18 credit points of subjs.                  |         | ✓       | ✓       | ✓       |         | ✓       |
| BX2091       | Tourism and Leisure Management         | 6 credit points of Level 1 subjs.           | ✓       |         | ✓       |         | ✓       |         |
| BX2093       | Sports Management                      | 6 credit points of Level 1 subjs.           |         | ✓       |         | ✓       |         | ✓       |
| BX2094       | Conference and Events Management       | 18 credit points of subjs.                  | ✓       |         | ✓       |         | ✓       |         |
| BX3095       | Visitor and Crowd Behaviour Management | 18 credit points of subjs including *BX2091 |         | ✓       |         | ✓       |         | ✓       |
| BX3194       | Destination Management and Planning    | 18 credit points of subjs including *BX2091 | ✓       | ✓       |         | ✓       |         | ✓       |
| BX3120       | Sport and Entertainment Law            |   | ✓       |         |         | ✓       |         |         |
| BX3096       | Club and Gaming Management             | 18 credit points of subjs.                  |         | ✓       |         | ✓       |         | ✓       |
| CU3021       | Public Relations Campaigns             | Replaced by BX3096 from SP51 2017 onwards.  |         |         |         |         |         |         |

### Hospitality and Tourism Management Major (HTM) - Core Subjects

| Subject Code | Subject Name                              | Prerequisite                                       | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---|--|---------|---------|---------|---------|---------|---------|
| BX2091       | Tourism and Leisure Management            | 6 credit points of Level 1 subjs.                  | ✓       |         | ✓       |         | ✓       |         |
| BX2094       | Conference and Events Management          | 18 credit points of subjs.                         | ✓       |         | ✓       |         | ✓       |         |
| BX2174       | Research and Decision Making for Business | BU1007/MA1401 and 12 credit points of BU/BX subjs. | ✓       |         | ✓       |         | ✓       | ✓       |
| BX2195       | Hospitality, Cultures and People          | 12 credit points of subjs.                         |         | ✓       |         | ✓       |         | ✓       |
| BX3096       | Club and Gaming Management                | 18 credit points of subjs.                         |         | ✓       |         | ✓       |         | ✓       |
| BX3095       | Visitor and Crowd Behaviour Management    | 18 credit points of subjs including *BX2091        |         | ✓       |         | ✓       |         | ✓       |
| BX3193       | Hospitality Operations Management         | 18 credit points of BU/BX subjs.                   | ✓       |         | ✓       |         | ✓       |         |
| BX3194       | Destination Management and Planning       | 18 credit points of subjs including *BX2091        | ✓       | ✓       |         | ✓       |         | ✓       |

### Marketing Major (MKT) -Core Subjects

| Subject Code | Subject Name                              | Prerequisite   | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---|--|---------|---------|---------|---------|---------|---------|
| BX2081       | Consumer Behaviour                        | BU1108 or BU1808                                     | ✓       | ✓       |         | ✓       | ✓       |         |
| BX2082       | Integrated Marketing Communications       | BU1108 or BU1808 (or allow concurrent with BU1108)   |         |         |         | ✓       |         | ✓       |
| BX3081       | Interactive Marketing                     | BU1108/BU1808 and 18 credit points of subjs.         |         | ✓       |         | ✓       |         | ✓       |
| BX2174       | Research and Decision Making for Business | BU1007/MA1401 and 12 credit points of BU/BX subjs.   | ✓       |         | ✓       |         | ✓       | ✓       |
| BX2184       | Sustainable Marketing Management          | BU1108/BU1808 and BX2081                             |         | ✓       |         | ✓       |         | ✓       |
| BX3181       | Applied Marketing Research                | BX2174 and BX2081                                    |         | ✓       |         | ✓       |         | ✓       |
| BX3082       | International Marketing                   | BU1108/BU1808 and 18 credit points of subjs.         |         | ✓       | ✓       |         | ✓       | ✓       |
| BX3083       | Strategic Marketing                       | BX2184 and allow for concurrent enrolmnt with BX3181 | ✓       |         | ✓       |         | ✓       |         |

# STUDY PLAN FOR BACHELOR OF BUSINESS (Cont)

## Accounting Major (ACC)- Core Subjects

| Subject Code | Subject Name                       | Prerequisite                                    | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|------------------------------------|---|---------|---------|---------|---------|---------|---------|
| BX2011       | Accounting Principles and Systems  | BU1002  | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2012       | Cost and Management Accounting     | BU1002 and BX2011                               |         | ✓       | ✓       |         | ✓       | ✓       |
| BX2014       | Financial Management               | BU1002 and BU1007/MA1401                        | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2016       | Business Modelling                 | BU1002  |         | ✓       |         | ✓       |         | ✓       |
| BX2019       | Business Information Systems       | 6 credit points of BU/BX subjects and BU1002    | ✓       |         | ✓       |         | ✓       |         |
| BX2112       | Law of Business Organisations      | BU1112  | ✓       |         | ✓       |         | ✓       |         |
| BX3011       | Company Accounting                 | BX2011  | ✓       |         |         |         | ✓       |         |
| BX3012       | Contemporary Issues in Accounting  | BU1002/BU1902 and BX2011                        | ✓       | ✓       |         | ✓       |         |         |
| BX3013       | Performance Management and Control | BX2011 and BX2012                               |         | ✓       |         | ✓       |         | ✓       |
| BX3014       | Auditing                           | BX2112 and BX3011 (allow concurrent for BX3011) |         | ✓       |         | ✓       |         | ✓       |
| BX3112       | Taxation Law                       | BU1112  |         | ✓       |         | ✓       |         | ✓       |

## Financial Management Major (FMA) - Core Subjects

| Subject Code | Subject Name                                      | Prerequisite                  | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---|-------------------------------|---------|---------|---------|---------|---------|---------|
| BX2014       | Financial Management                              | BU1002 and BU1007/MA1401      | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2016       | Business Modelling                                | BU1002                        |         | ✓       |         | ✓       |         | ✓       |
| BX2031       | Personal Portfolio Management                     | BX2014 and BU1007/MA1401      | ✓       |         | ✓       |         | ✓       |         |
| BX2032       | Financial Institutions and Markets                | BU1003 or BU1903              | ✓       |         | ✓       |         | ✓       |         |
| BX3031       | Multinational Business Finance                    | BX2014 and *BX2031            | ✓       |         | ✓       | ✓       |         | ✓       |
| BX3133       | Risk Management                                   | *BX2031 and BX2032 and BX2014 |         | ✓       |         | ✓       |         | ✓       |
| BX3032       | Advanced Business Modelling                       | BX2014 and BX2016             | ✓       |         | ✓       |         | ✓       |         |
| BX3033       | Cost Benefit Analysis (For Non ACC major student) | BU1003 or BU1903              |         | ✓       |         | ✓       |         | ✓       |

## Business Intelligence and Information Systems Major (BI) - Core Subjects

| Subject Code | Subject Name                                      | Prerequisite  | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---|---|---------|---------|---------|---------|---------|---------|
| CP1401       | Fundamentals of Problem Solving and Programming I |   |         | ✓       |         | ✓       | ✓       | ✓       |
| CP1406       | Web Design and Development                        |   | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| CP2404       | Database Modelling                                |   | ✓       |         | ✓       |         | ✓       |         |
| CP2405       | Collective Intelligence and Entrepreneurship      | Minimum 24 credit points                                    | ✓       |         |         | ✓       |         |         |
| CP3401       | e-Strategic Management                            | 24 credit points of CP subjects                             | ✓       |         | ✓       |         | ✓       |         |
| CP3403       | Data Mining                                       | 6 credit points of CP subjs. and 12 credit points of subjs. |         | ✓       |         | ✓       |         | ✓       |
| CP3404       | Information Security                              | 6 credit points of CP subjs. and 12 credit points of subjs. |         | ✓       |         | ✓       |         | ✓       |
| CP3413       | Information Processing and Visualisation          |   |         | ✓       | ✓       |         | ✓       | ✓       |

## Banking and Finance Major (BKF)-Core Subjects

| Subject Code | Subject Name                         | Prerequisite                    | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|--------------------------------------|---------------------------------|---------|---------|---------|---------|---------|---------|
| BX2014       | Financial Management                 | BU1002 and BU1007/MA1401        | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2031       | Personal Portfolio Management        | BX2014 and BU1007/MA1401        | ✓       |         | ✓       |         | ✓       |         |
| BX2032       | Financial Institutions and Markets   | BU1003 or BU1903                | ✓       |         | ✓       |         | ✓       |         |
| BX3133       | Risk Management                      | *BX2031 and BX2032 and BX2014   |         | ✓       |         | ✓       |         | ✓       |
| BX2133       | Management of Financial Institutions | BU1002/BU1902 and BU1003/BU1903 | ✓       |         | ✓       | ✓       |         | ✓       |
| BX3134       | Finance of International Trade       | BX2133                          | ✓       | ✓       |         |         | ✓       |         |
| BX3135       | Credit and Lending Decisions         | BU1002/BU1902 and BU1003/BU1903 |         | ✓       |         |         | ✓       |         |
| BX3136       | Treasury Management                  | BU1002/BU1902 and BU1003/BU1903 |         | ✓       |         |         | ✓       |         |

## Accounting Minor - Core Subjects

| Subject Code | Subject Name                       | Prerequisite             | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|------------------------------------|--------------------------|---------|---------|---------|---------|---------|---------|
| BX2011       | Accounting Principles and Systems  | BU1002                   | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2012       | Cost and Management Accounting     | BU1002 and BX2011        |         | ✓       | ✓       |         | ✓       | ✓       |
| BX3012       | Contemporary Issues in Accounting  | BU1002/BU1902 and BX2011 | ✓       | ✓       |         | ✓       |         | ✓       |
| BX3013       | Performance Management and Control | BX2011 and BX2012        |         | ✓       |         | ✓       |         | ✓       |

## Marketing Minor - Core Subject

| Subject Code | Subject Name                        | Prerequisite                                       | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|-------------------------------------|--|---------|---------|---------|---------|---------|---------|
| BX2081       | Consumer Behaviour                  | BU1108 or BU1808                                   | ✓       | ✓       |         | ✓       | ✓       |         |
| BX3081       | Interactive Marketing               | BU1108/BU1808 and 18 credit points of subjs.       |         | ✓       |         | ✓       |         | ✓       |
| BX3082       | International Marketing             | BU1108/BU1808 and 18 credit points of subjs.       |         | ✓       | ✓       |         | ✓       | ✓       |
| BX2082       | Integrated Marketing Communications | BU1108 or BU1808 (or allow concurrent with BU1108) |         | ✓       |         | ✓       |         | ✓       |

## Tourism Management Minor - Core Subjects

| Subject Code | Subject Name                           | Prerequisite                                | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|--|---|---------|---------|---------|---------|---------|---------|
| BX2091       | Tourism and Leisure Management         | 6 credit points of Level 1 subjs.           | ✓       |         | ✓       |         | ✓       |         |
| BX2094       | Conference and Events Management       | 18 credit points of subjs.                  | ✓       |         | ✓       |         | ✓       |         |
| BX3095       | Visitor and Crowd Behaviour Management | 18 credit points of subjs including *BX2091 |         | ✓       |         | ✓       |         | ✓       |
| BX3194       | Destination Management and Planning    | 18 credit points of subjs including *BX2091 | ✓       | ✓       |         | ✓       |         | ✓       |

## Financial Management Minor - Core Subjects

| Subject Code | Subject Name                       | Prerequisite                  | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|------------------------------------|-------------------------------|---------|---------|---------|---------|---------|---------|
| BX2014       | Financial Management               | BU1002 and BU1007/MA1401      | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX2032       | Financial Institutions and Markets | BU1003 or BU1903              | ✓       |         | ✓       |         | ✓       |         |
| BX3031       | Multinational Business Finance     | BX2014 and *BX2031            | ✓       |         | ✓       | ✓       |         | ✓       |
| BX3133       | Risk Management                    | *BX2031 and BX2032 and BX2014 |         | ✓       |         | ✓       |         | ✓       |

## Management Minor - Core Subjects

| Subject Code | Subject Name              | Prerequisite                             | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|---------------------------|--|---------|---------|---------|---------|---------|---------|
| BX2051       | Managing People           |  | ✓       |         | ✓       |         | ✓       |         |
| BX2061       | Business Negotiation      | 15 credit points of BU/BX subjs.         | ✓       |         | ✓       |         | ✓       |         |
| BX3171       | Organisational Behaviour  | 18 credit points of BU/BX subjs.         |         | ✓       |         | ✓       |         | ✓       |
| BX3174       | Management and Leadership | 18 credit points of Level 1 BU/BX subjs. | ✓       |         | ✓       |         | ✓       |         |

## Some recommended elective subjects student can choose:

| Subject Code | Subject Name                  | Prerequisite                 | SP51/18 | SP52/18 | SP53/18 | SP51/19 | SP52/19 | SP53/19 |
|--------------|-------------------------------|------------------------------|---------|---------|---------|---------|---------|---------|
| CU1000       | English for Academic Purposes |                              | ✓       | ✓       | ✓       | ✓       | ✓       | ✓       |
| BX3186       | Social Marketing              | 24 credit points of subjects | ✓       |         |         | ✓       |         | ✓       |

## Note:

\* is only applicable for students admitted in SP51 2017 onwards

Double major is not allowed for: HTM & SMG; BKF & FMA; INB & MNT

BX2051 is required for BBUS double major of INB & BKF ; INB & FMA; INB & HTM; INB & MKT

BX2061 is required for BBUS double major HTM & MGT

BX3152 is required for BBUS double major MGT & SMG

BX2061/BX3152 is required for BBUS double major MGT & MKT

BX2051/BX2062/BX2077/BX3171/BX3172/BX3173/BX3174/BX3186 is required for double major HTM & MKT

Disclaimer: The above information is correct as below date. JCU Singapore reserves right to alter any changes to the above information without prior notice.