

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: a) 8 Core Subjects of Major 2 b) 4 Core Subjects of Minor 1 & 4 Core Subjects of Minor 2 c) 4 Core Subjects of Minor 1 & 4 Elective Subjects 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
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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: a) 4 Core Subjects of Minor 1 + 1 BU/BX Elective (Any undergraduate level) b) 5 BU/BX Elective Subjects (2 at Level 2/3 & 3 at Any undergraduate level subjects) c) 5 Core Subjects of Financial Management Major (BX2031; BX2032; BX3031; BX3032; BX3133)
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Level 1 & Level 3 - Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	✓	✓	✓	✓	✓	✓

^ BU3101 and BU3103 are Work Integrated Learning (WIL) subjects. To be eligible to apply for a WIL subject, students must successfully complete prescribed online career development modules and quizzes throughout the degree to better prepare them for their WIL experience. Completion of online career development modules and quizzes are compulsory for students admitted in SP53/2018 onward.

International Business Major (INB) - Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
BX2014	Financial Management	BU1002/BU1902 and BU1007/MA1401	✓	✓	✓	✓	✓	✓
BX2061	Business Negotiation	15 credit points of BU/BX subjs.		✓		✓		✓
BX2062	Operations Management	12 credit points		✓	✓		✓	✓
BX2174	Research and Decision Making for Business	12 credit points of BU/BX subjs including BU1007/MA1401	✓	✓	✓		✓	✓
BX3152	Managing a Global Workforce	18 credit points of subjs.	✓	✓		✓	✓	
BX3082	International Marketing	BU1108/BU1808 & 18 credit points.		✓	✓	✓	✓	✓
BX3061	International Business	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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
BX2051	Managing People		✓	✓			✓	
BX2062	Operations Management	12 credit points		✓	✓		✓	✓
BX2077	Project Management	18 credit points.	✓		✓		✓	
BX2174	Research and Decision Making for Business	12 credit points of BU/BX subjs including BU1007/MA1401	✓	✓	✓		✓	✓
BX3171	Organisational Behaviour	18 credit points of BU/BX subjs.	✓		✓	✓		
BX3172	Management Accounting for Non-Accountants	BU1002 and 18 credit points.	✓		✓		✓	
BX3173	Strategic Entrepreneurship	18 credit points.		✓		✓		✓
BX3174	Management and Leadership	18 credit points Level 1 BU/BX.		✓			✓	✓

Sports and Events Management Major (SMG) - Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
BX2091	Tourism and Leisure Management	6 credit points of Level 1.		✓		✓		✓
BX2094	Conference and Events Management	18 credit points.		✓		✓		✓
BX2174	Research and Decision Making for Business	12 credit points of BU/BX subjs including BU1007/MA1401	✓	✓	✓		✓	✓
BX2195	Hospitality, Cultures and People	12 credit points.	✓		✓		✓	
BX3096	Club and Gaming Management	18 credit points.	✓		✓		✓	
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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.	✓		✓		✓	
BX2174	Research and Decision Making for Business	12 credit points of BU/BX subjs including BU1007/MA1401	✓	✓	✓		✓	✓
BX2184	Sustainable Marketing Management	BU1108/BU1808 and BX2081	✓		✓		✓	
BX3181	Applied Marketing Research	BX2174 and BX2081	✓		✓		✓	
BX3082	International Marketing	BU1108/BU1808 and 18 credit points.		✓	✓		✓	✓
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	✓	✓	✓	✓	✓	✓
CP3403	Data Mining	6 credit points of CP subsj. and 12 credit points of subsj.	✓	✓	✓	✓	✓	✓
CP3404	Information Security	6 credit points of CP subsj. and 12 credit points of subsj.	✓	✓	✓	✓	✓	✓
CP3413	Information Processing and Visualisation		✓	✓	✓	✓	✓	✓

Banking and Finance Major (BKF)-Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
BX2081	Consumer Behaviour	BU1108 or BU1808	✓	✓	✓	✓	✓	✓
BX3081	Interactive Marketing	BU1108/BU1808 and 18 credit points of subsj.	✓	✓	✓	✓	✓	✓
BX3082	International Marketing	BU1108/BU1808 and 18 credit points of subsj.	✓	✓	✓	✓	✓	✓
BX2082	Integrated Marketing Communications	BU1108 or BU1808 (or allow concurrent with BU1108)	✓	✓	✓	✓	✓	✓

Tourism Management Minor - Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
BX2091	Tourism and Leisure Management	6 credit points of Level 1 subsj.	✓	✓	✓	✓	✓	✓
BX2094	Conference and Events Management	18 credit points of subsj.	✓	✓	✓	✓	✓	✓
BX3095	Visitor and Crowd Behaviour Management	18 credit points of subsj including *BX2091	✓	✓	✓	✓	✓	✓
BX3194	Destination Management and Planning	18 credit points of subsj including *BX2091	✓	✓	✓	✓	✓	✓

Financial Management Minor - Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
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	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
BX2051	Managing People		✓	✓	✓	✓	✓	✓
BX2061	Business Negotiation	15 credit points of BU/BX subsj.	✓	✓	✓	✓	✓	✓
BX3171	Organisational Behaviour	18 credit points of BU/BX subsj.	✓	✓	✓	✓	✓	✓
BX3174	Management and Leadership	18 credit points of Level 1 BU/BX subsj.	✓	✓	✓	✓	✓	✓

Some recommended elective subjects student can choose:

Subject Code	Subject Name	Prerequisite	SP51/19	SP52/19	SP53/19	SP51/20	SP52/20	SP53/20
CU1000	English for Academic Purposes		✓	✓	✓	✓	✓	✓
BX3186	Social Marketing	24 credit points of subjects	✓	✓	✓	✓	✓	✓

Note:

* 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/BX3175/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.