

STUDY PLAN FOR BACHELOR OF BUSINESS

Course Structure (Not for ACC Major)

BBUS comprises of 24 subjects, including:



8 subjects from One of below choices:

- a) 8 Core subjects Major 2 *
 - b) 4 Core subjects from Minor 1 + 4 Elective Subjects *
(3 any level 1/2/3 undergraduate subjects + 1 any level 2/3 undergraduate subject)
 - c) 8 Elective subjects (2 BX level 2 + 1 BX level 2/3 + 1 BX level 3 + 1 any level 2/3 undergraduate subject + 3 any level 1/2/3 undergraduate subjects)
- * Option (a) and (b) will no longer be available to students admitted from SP51 2022 onwards

IMPORTANT NOTE:

- 1) Students must successfully complete 12 credit points at Level 1 before attempting any Level 3 subjects.
- 2) A maximum of 30 credit points may be taken at level 1
- 3) A minimum of 18 credit points must be taken at level 2
- 4) A minimum of 18 credit points must be taken at level 3

Level 1 & Level 3 - Core Subjects

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BU1002	Accounting for Decision Making		✓	✓	✓	✓	✓	✓
BU1003	Principles of Economics		✓	✓	✓	✓	✓	✓
BU1007	Principles of Data Analysis for Business		✓	✓	✓	✓	✓	✓
BU1104	Introduction to Management Concepts and Application		✓	✓	✓	✓	✓	✓
BU1105	Business Communication		✓	✓	✓	✓	✓	✓
BU1108	Marketing Matters		✓	✓	✓	✓	✓	✓
BU1112	Business Law		✓	✓	✓	✓	✓	✓
BU3102 ^	Multidisciplinary Project	36 CP of BU/BX subjects	✓	✓	✓	✓	✓	✓
BU3101 ^	Professional Internship	36 CP of BU/BX subjects	✓	✓	✓	✓	✓	✓
BU3103 ^	Independent Project	36 CP of BU/BX subjects	✓	✓	✓	✓	✓	✓

^ BU3101, BU3102 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

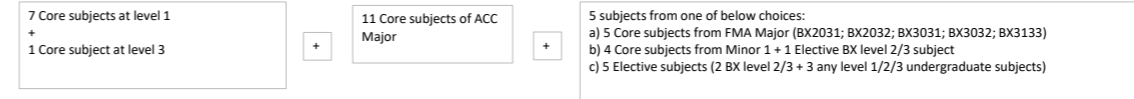
Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2014	Principles of Finance	BU1002/BU1902 and BU1007/MA1401 OR Allow to study BU1002/BU1902 concurrently	✓	✓	✓	✓	✓	✓
BX2061	Business Negotiation	15 credit points of BU/BX subjects		✓		✓		✓
BX2062	Operations Management	9 credit points of subjects		✓		✓		✓
BX2174	Evidence Based Business Decision-Making	BU1007/MA1401 and 9 credit points of BU/BX subjects	✓		✓		✓	✓
BX3061	International Business	18 credit points of subjects		✓		✓		✓
BX3082	International Marketing in the Global Village	BU1108/BU1808 and 18 credit points of subjects		✓	✓		✓	✓
BX3152	Managing a Global Workforce	18 credit points of subjects	✓	✓		✓		✓
BX3173	Innovation Driven Entrepreneurship	18 credit points of subjects		✓	✓		✓	✓

Management Major (MNT) -Core Subjects

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2051	Managing People		✓	✓		✓	✓	
BX2062	Operations Management	9 credit points of subjects		✓		✓		✓
BX2077	Project Management	18 credit points of subjects	✓		✓		✓	
BX2174	Evidence Based Business Decision-Making	BU1007/MA1401 and 9 credit points of BU/BX subjects	✓		✓		✓	✓
BX3171	Organisational Behaviour	18 credit points of BU/BX subjects	✓		✓		✓	
BX3172	Management Accounting for Non-Accountants (inadmissible with BX2012)	BU1002/BU1902 and 18 credit points of subjects	✓		✓		✓	
BX3173	Innovation Driven Entrepreneurship	18 credit points of subjects		✓	✓		✓	✓
BX3174	Strategic Management and Leadership	18 credit points Level 1 or Level 2 subjects		✓		✓		✓



Course Structure (For ACC Major)



- a) 5 Core subjects from FMA Major (BX2031; BX2032; BX3031; BX3133)
- b) 4 Core subjects from Minor 1 + 1 Elective BX level 2/3 subject
- c) 5 Elective subjects (2 BX level 2/3 + 3 any level 1/2/3 undergraduate subjects)

Human Resources Management (HUR)-Core Subjects

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2051	Managing People		✓	✓		✓	✓	
BX2053	Workforce Economics and Analytics	BU1003 and 12 credit points of subjects	Not offered		✓		✓	
BX2061	Business Negotiation	15 credit points of BU/BX subjects		✓		✓		✓
BX2072	Change Management	12 credit points of BU/BX subjects			✓		✓	
BX3051	Employment Relations	18 credit points of BU/BX subjects	Not offered in year 2021.			✓		
BX3054	Contemporary Issues in Human Resource Management	BX2051 and 18 credit points of subjects	Not offered in year 2021.			✓		
BX3152	Managing a Global Workforce	18 credit points of subjects	✓	✓		✓		✓
BX3171	Organisational Behaviour	18 credit points of BU/BX subjects	✓		✓		✓	

Hospitality and Tourism Management Major (HTM) - Core Subjects

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2091	Tourism and Leisure Management	6 credit points of Level 1 subjects		✓		✓		✓
BX2094	Conference and Events Management	18 credit points of subjects		✓		✓		✓
BX2174	Evidence Based Business Decision-Making	BU1007/MA1401 and 9 credit points of BU/BX subjects	✓		✓		✓	✓
BX3095	Visitor and Crowd Behaviour Management	18 credit points of subjects including BX2091 or TO2051	✓		✓		✓	
BX3193	Hospitality Operations Management	18 credit points of BU/BX subjects		✓		✓		✓
BX3194	Destination Management and Planning	18 credit points of subjects including BX2091 or TO2051	✓		✓		✓	
TO2051	Innovation for Tourism, Hospitality and Events Futures			✓		✓		
BX2195	Hospitality, Cultures and People	12 credit points of subjects	✓		✓	Replaced by TO2051		
BX3096	Club and Gaming Management	18 credit points of subjects	No offer and is replaced by BX3173/BX3174			TBC		

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

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
CP1401	Problem Solving and Programming I		✓	✓	✓	✓	✓	✓
CP2404	Database Modelling		✓		✓		✓	
CP2405	Collective Intelligence and Entrepreneurship	24 credit points of subjects	✓	✓		✓	✓	
CP2414	Network Security	12 credit points of CP subjects	✓		✓	✓		✓
CP3401	e-Strategic Management	24 credit points of subjects		✓		✓		✓
CP3403	Data Mining	CP2403 and CP2404 OR 6 credit points of CP subjects and 12 credit points of subjects	✓	✓		✓	✓	
CP3404	Information Security	CP2414 OR 6 credit points OF CP subjects and 12 credit points of subjects	✓		✓		✓	
CP3413	Information Processing and Visualisation (Inadmissible with CP2403)	12 credit points of BU/BX subjects		✓	✓		✓	✓
CP1406	Web Design and Development		No longer offered as a core subject for BBUS (BIIS) and is replaced with CP2414					

Marketing for the Digital Age Major (MKD) - Core Subjects (Only Applicable for students admitted from SP52/2021 onwards)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2081	Consumer Behaviour	BU1108/BU1808	✓		✓		✓	✓
BX2082	Advertising, Promotions and Mobile Marketing	BU1108/BU1808 OR Allow to study BU1108 concurrently	✓		✓		✓	
BX2084	Sales, Services, Business Development and the Digital Frontier	BU1108		✓		✓		✓
BX2184	Marketing, Consumerism and Sustainability	BU1108/BU1808 and BX2081	✓		✓		✓	
BX3081	Social Media Marketing	BU1108/BU1808 and 18 credit points of subjects	✓		✓		✓	
BX3082	International Marketing in the Global Village	BU1108/BU1808 and 18 credit points of subjects		✓	✓		✓	✓
BX3181	Social Surveys and Questionnaire Design	BU1007 and BU1108 and 12 credit points of subjects		✓		Not offered in 2022		
BX3182			Digital Analytics for Marketing	BU1007 and BU1108 and 12 credit points of subjects	Not offered in 2021		✓	✓
BX3186	Marketing for Social Change	24 credit points of subjects or as approved by the subject coordinator		✓		✓		✓

Accounting Major (ACC) - Core Subjects (No longer offered after SP53 2020)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2011	Foundation of Accounting Principles	BU1002/BU1902	✓	✓	✓	✓	✓	✓
BX2012	Cost Management and Control	BU1002/BU1902 and BX2011		✓		✓		✓
BX2014	Principles of Finance	BU1002/BU1902 and BU1007/MA1401 OR Allow to study BU1002/BU1902 concurrently	✓	✓	✓	✓	✓	✓
BX2016	Data Analytics and Business Modelling	BU1002/BU1902	✓		✓		✓	
BX2019	Accounting Information Systems	6 credit points of BU/BX subjects Assumed knowledge: BU1002/BU1902		✓		✓		✓
BX2112	Law of Business Organisations	BU1112		✓		✓		✓
BX3011	Corporate Financial Accounting	BX2011		✓	✓		✓	✓
BX3012	Contemporary Issues in Accounting	BU1002/BU1902 and BX2011		✓			✓	
BX3013	Strategic Performance Management	BX2011 and BX2012	✓		✓		✓	
BX3014	Auditing and Assurance	BX3011 (Recommended to take BX2112 and BX3112 before this subject)	✓		✓	✓		✓
BX3112	Taxation Law	BU1112	✓			✓		

Financial Management Major (FMA) - Core Subjects (No longer offered after SP53 2020)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2014	Principles of Finance	BU1002/BU1902 and BU1007/MA1401 OR Allow to study BU1002/BU1902 concurrently	✓	✓	✓	✓	✓	✓
BX2016	Data Analytics and Business Modelling	BU1002/BU1902	✓		✓		✓	
BX2031	Investment and Portfolio Analysis	BX2014 and BU1007/MA1401		✓		✓		✓
BX2032	Financial Institutions and Markets			✓	✓		✓	✓
BX3031	Multinational Business Finance	BX2014		✓		✓		✓
BX3032	Advanced Business Modelling	BX2014 and BX2016		✓		✓		✓
BX3033	Cost Benefit Analysis (For Non ACC major student) (Inadmissible with BX2012 & BX3013)	BU1003/BU1903	✓		✓		✓	
BX3133	Financial Risk Management	BX2014 and BX2032	✓		✓	✓		✓

Banking and Finance Major (BKF) - Core Subjects (No longer offered after SP53 2020)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2014	Principles of Finance	BU1002/BU1902 and BU1007/MA1401 OR Allow to study BU1002/BU1902 concurrently	✓	✓	✓	✓	✓	✓
BX2031	Investment and Portfolio Analysis	BX2014 and BU1007/MA1401		✓		✓		✓
BX2032	Financial Institutions and Markets			✓	✓		✓	✓
BX2133	Management of Financial Institutions	BU1002/BU1902 and BU1003/BU1903	✓		✓		✓	
BX3133	Financial Risk Management	BX2014 and BX2032	✓		✓	✓		✓
BX3134	Finance of International Trade	BX2133		✓		✓		✓
BX3135	Credit and Lending Decisions	BU1002/BU1902 and BU1003/BU1903		✓		✓		✓
BX3136	Treasury Management	BU1002/BU1902 and BU1003/BU1903		✓		✓		✓

Disclaimer: The study plan is applicable for students admitted in SP51 2017 onwards. The above information is correct as below date. JCU Singapore reserves the right to alter any changes to the above information without prior notice.

Marketing Major (MKT) - Core Subjects (No longer offered after SP51 2021)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2081	Consumer Behaviour	BU1108/BU1808	✓		✓		✓	✓
BX2082	Advertising, Promotions and Mobile Marketing	BU1108/BU1808 (or allow concurrent with BU1108)	✓		✓		✓	
BX2084	Sales, Services, Business Development and the Digital Frontier			✓		✓		✓
BX2184	Marketing, Consumerism and Sustainability	BU1108/BU1808 and BX2081	✓		✓		✓	
BX3081	Social Media Marketing	BU1108/BU1808 and 18 credit points of subjects	✓		✓		✓	
BX3082	International Marketing in the Global Village	BU1108/BU1808 and 18 credit points of subjects		✓	✓		✓	✓
BX3181	Social Surveys and Questionnaire Design	BU1007 and BU1108 and 12 credit points of subjects		✓		Not offered in 2022		
BX3186	Marketing for Social Change	24 CP of subs or as approved by the sub coordinator		✓		✓		✓
BX2174	Evidence Based Business Decision-Making (Teach-out) *Students to enrol in BX2084 instead of this subject if admitted	BU1007/MA1401 and 9 credit points of BU/BX subjects	✓		✓		✓	✓
BX3083	Strategic Marketing		Replaced by BX3186 from SP52/20 onwards					

Sports and Events Management Major (SMG) - Core Subjects (No longer offered after SP53 2020)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2077	Project Management	18 credit points of subjects	✓		✓		✓	
BX2091	Tourism and Leisure Management	6 credit points of Level 1 subjects		✓		✓		✓
BX2093	Sports Management	6 credit points of Level 1 subjects		✓		The subject is no longer offered		
BX2094	Conference and Events Management	18 credit points of subjects		✓		✓		✓
BX3095	Visitor and Crowd Behaviour Management	18 credit points of subjects including BX2091 or TO2051	✓		✓		✓	
BX3096	Club and Gaming Management	18 credit points of subjects	No offer and is replaced by BX3173/BX3174 in 2021			TBC		
BX3120	Sport and Entertainment Law		✓			✓		
BX3194	Destination Management and Planning	18 credit points of subjects including BX2091 or TO2051	✓		✓		✓	

Management Minor - Core Subjects (No longer offered from SP51 2022 onwards)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
BX2051	Managing People		✓	✓		✓	✓	
BX2061	Business Negotiation	15 credit points of BU/BX subjs.		✓		✓		✓
BX3171	Organisational Behaviour	18 credit points of BU/BX subjects	✓		✓		✓	
BX3174	Strategic Management and Leadership	18 credit points Level 1 or Level 2 subjects		✓		✓		✓

Human Resources Management Minor - Core Subjects (No longer offered from SP52 2021 onwards)

Subject Code	Subject Name	Pre-requisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22	
BX2051	Managing People		✓	✓		✓	✓		
BX2061	Business Negotiation	15 credit points of BU/BX subjs.		✓		✓		✓	
BX3051	Employment Relations	18 CP of BU/BX subjects	Not offered in year 2021.				✓		
BX3054	Contemporary Issues in Human Resource Management	BX2051 AND 18 credit points of subjects	Not offered in year 2021.				✓		

Note:

Subject(s) with title(s) in *Italic format* reflects a recent name change with affect from SP51 2020 onwards.

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

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

BX2061 is required for BBUS double major in HTM & MNT

BX3152 is required for BBUS double major in MNT & SMG

BX2061/BX3152 is required for BBUS double major in MNT & MKT

BX2053 is required for BBUS Major MNT, Minor HRM