

## **BUSINESS & SOCIAL ENTERPRISE COURSE MODULES**

Marry your enterprising spirit and big heart, and you could be the next social entrepreneur to develop or work on solutions to address social issues. Take the first step by joining the Diploma in Business & Social Enterprise [BZSE] and learn the ropes of starting and managing a social enterprise.

In the first two years of study, you will learn about different aspects of starting and managing a business with a social mission, through core modules such as enterprise creation and development, accounting, marketing and human resource management. You will also gain insights into various social and environmental issues, and learn to develop innovative social and business solutions to address those issues. In addition, you will acquire knowledge on how successful businesses and social enterprises can innovate to meet the changing demands of their industries. You will also study what it means for businesses to be well-governed and socially responsible.

In the final year, you will spend the first semester on internships at social enterprises, social service organisations, and multi-national companies. These organisations include Adrenalin, Ministry of Social and Family Development, the Children's Cancer Foundation, Dialogue in the Dark, SAP and DBS Bank. In the second semester, you will embark on a final-year project, where you can apply entrepreneurial skills to meet social objectives.

### **LEVEL 1.1**

#### **Business Management**

This module helps students acquire an understanding of basic management principles and practices. They also learn how managers plan, lead, organise and control activities and resources in organisations, as well as how to leverage change management, innovation and creativity tools to enhance organisational performance.

#### **Innovation & Entrepreneurship for Social Change 1**

This module introduces the social and environmental issues faced by the local community. The module will also examine the different community needs, and analyse the different types of innovative social solutions that have been designed to meet those needs. Students will work closely with local social enterprises, non-profit organisations and voluntary welfare organisations to understand the different strategies used to meet community needs. Design thinking concepts will be applied to show how they can be used in real-world challenges.

#### **IT Applications**

This module gives students the opportunity to work on projects that require them to have hands-on experience in current business IT applications like word processing, spreadsheets, database management, publishing software and multimedia tools. The project involves students putting together a video and presentation on the learning outcomes from selected modules in the semester.

#### **Microeconomics**

This module explores how economic choices made by consumers, firms and the government affect the market for a particular good or service. Theories of demand and supply, and discussions on production costs, price determination and supply decisions for individual firms in different market structures will also be covered.

#### **Academic Writing & Presentation**

This module focuses on critical thinking, academic writing as well as presentation and listening skills. The module aims to equip students with the skills necessary to carry out academic writing and presentation. Finding and evaluating academic sources, reading, note-taking, essay planning and writing and presentation skills will be developed in this module.

#### **Career & Professional Preparation I**

This module helps to give students a foundational introduction to their three-year diploma course curriculum and how it prepares them for industry. It will help them to embark on their three-year course with the end in mind

through guided reflection of their personal characteristics, producing an overall game plan for their future education and career goals. The module aims to deepen students' commitment to the sector that the course prepares them for.

### Sports & Wellness<sup>^</sup>

This module helps you to learn a sport as a recreational activity to keep you fit and healthy. Team building and collaboration skills are developed as you network with other students. There are a total of 19 sports electives to choose from: Aerobics, Badminton, Basketball, Cheerleading, Dance Movement, Dancesport, Flag Football, Hip Hop, Life Saving / Swimming, Netball, Orienteering, Street Soccer, Soccer, Softball, Tennis, Touch Rugby, Volleyball, Wellness Programme and Yoga. Outstanding students are awarded a Pass with Merit.

## LEVEL 1.2

### Innovation & Entrepreneurship for Social Change 2

This module examines the social issues which the United Nations addresses via the Sustainable Development Goals (SDGs). The module will also introduce catalytic innovations such as microfinance, which have been designed to meet the targets set by the SDGs.

### Introduction to Statistics & Research Methods

This module introduces students to basic statistics and methods used in business research. Students learn about the research process, quantitative research methodologies, designing of questionnaires and research writing skills.

### Principles of Accounting

This module introduces the basic concepts and principles of accounting, and develops students' skills in analysing business transactions and financial statements. Topics include accounting equation, double-entry concept, analysis and recording of business transactions, preparation of financial statements for service and trading concerns, and accounting for cash and fixed assets.

### Social Psychology

This module explores the way people think, feel, desire and behave in social situations. It involves understanding how people influence, and are influenced by others around them. Students cultivate the basic skills to analyse social situations and events that they encounter in their everyday lives. The module also requires students to apply their knowledge of statistics and research methods to work on a project to gather empirical findings of social psychology.

### Business Communication

This module prepares students to communicate effectively in business settings. Students will learn both oral and written communication skills that demonstrate concepts of business communication principles, interpersonal skills and intercultural skills. Topics such as proposal and report writing, elevator pitch and professional presentation will be covered.

## COURSE CURRICULUM

### YEAR 1

#### Level 1.1 (24 hours per week)

Business Management	4
Innovation & Entrepreneurship for Social Change 1	4
IT Applications	4

Microeconomics	4
Academic Writing & Presentation	4
Career & Professional Preparation	2
Sports & Wellness ^	2
<b>Level 1.2 (20 hours per week)</b>	
Innovation & Entrepreneurship for Social Change 2	4
Introduction to Statistics & Research Methods	4
Principles of Accounting	4
Social Psychology	4
Business Communication	4

**Notes:**

^ For more details on Interdisciplinary Studies (IS) electives, please log on to [www.np.edu.sg/is/](http://www.np.edu.sg/is/)

**IS Modules**

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.