

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 2.1

Introduction to Qualitative Research Methods

This module gives an overview and introduction to the major qualitative research methods used in social science studies. In this module, students will be taught to select the most appropriate qualitative format to address the research question, develop the skills required to conduct interviews, facilitate focus groups and undertake ethnographic research. Students will be assessed through the implementation of an integrated service-learning project.

Macroeconomics

This module enables students to acquire the basic set of tools used to analyse contemporary socio-economic issues and to relate them to fiscal and monetary policies. The module covers economic growth, unemployment, inflation, international trade, labour markets, poverty, income distribution and the roles of sovereign wealth funds.

Organisational Behaviour

This module provides students with a basic understanding of human behaviour at the workplace and opportunities to develop interpersonal and intrapersonal skills. This will help them function in their careers as social entrepreneurs, managers or executives who are able to effectively motivate, promote cooperation and teamwork, manage stress and resolve conflict among their beneficiaries and other team members. Students will also be introduced to cultural behaviour to develop their global mindset.

Project Management

This module teaches students the skills required for effective project management for social enterprise: planning, scheduling, monitoring, managing and evaluating. The Project Management Life Cycle will be introduced, and students will have to manage and implement a real project as part of the module. Project management software will also be introduced as useful tools for the module.

Career & Professional Preparation II

This module prepares students to write effective cover letters and resumes. Preparation and enhancement of portfolio to meet professional standards as well as development of presentation skills, and improvement of job-seeking techniques will also be covered in the module.

Interdisciplinary Studies[^]

Any one Interdisciplinary Studies (IS) elective.

LEVEL 2.2

Enterprise Creation & Development

This module teaches students to apply analytical and innovative thinking to integrate the different functional areas of a venture into a business plan. Students work in teams to appreciate the finer points of the business planning process in an experiential and stimulating classroom environment. Topics focus on the application of basic knowledge learned in the varied disciplines of finance, marketing and product/service creation and development.

Financial Management

This module discusses financial decision-making by social enterprises. These decisions involve questions such as what productive assets to acquire, how to manage the firm's working capital and what kinds of short-term financing to secure. The module also teaches topics including basic knowledge of financial and managerial accounting as well as the concept of value.

Human Resource Management

This module allows students to develop human resources (HR) management skills needed by supervisors and managers to ensure that their organisations attract and retain the right people to meet organisational goals. Students are also introduced to industrial relations and globalisation trends that are impacting the management of HR, with a focus on HR for social enterprises.

Law & Governance for Social Enterprises

Through this module, students will learn the legal aspects of social entrepreneurship, its salient features and the basic principles of fiscal law, focusing on contract of agency, contract of sales, loan contract and employment contract. Students will also explore the importance of corporate governance in organisations in creating an ethical, law-abiding culture. Students will learn about the role of internal controls in providing necessary checks and balances in organisations.

Marketing & Public Relations

This module examines basic concepts and principles of marketing of goods and services to enable students to better understand and evaluate the marketing system in which products and services are planned, priced, promoted and distributed. It will also provide a comprehensive overview of the principles of effective public relations, focusing on different writing approaches and styles required for specific situations, audiences communication objectives, message content and media. Students will have the opportunity to learn and apply marketing and public relations concepts through an integrated project.

Technology for Business

This module equips students with the knowledge and skills to become more proficient in using technology for developing and managing businesses. The module will cover topics such as crowdfunding, social media practices, online business platforms, and the usage of apps to generate business.

World Issues: A Singapore Perspective[^]

This module develops a student's ability to think critically on world issues. Students will discuss a wide range of social, political and cultural issues from the Singapore perspective. It also looks at how the city-state of Singapore defied the odds and achieved more than half a century of rapid economic growth, political stability and social harmony.

COURSE CURRICULUM

YEAR 2

Level 2.1 (20 hours per week)

Career & Professional Preparation II

2

Introduction to Qualitative Research Methods	4
Macroeconomics	4
Organisational Behaviour	4
Project Management	4
Interdisciplinary Studies (IS) elective ^	2

Level 2.2 (26 hours per week)

Enterprise Creation & Development	4
Financial Management	4
Human Resource Management	4
Law & Governance for Social Enterprises	4
Marketing & Public Relations	4
Technology for Business	4
World Issues: A Singapore Perspective	2

Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to 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.