

COURSE MODULES

LEVEL 1.1

Business Communication 1

This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Business Statistics

This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise, analyse and interpret data.

Decision Support Applications

This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture, organise and manipulate data in spreadsheet formats to help businesses solve problems, make decisions and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

Macroeconomics

This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.

Management & Organisation

This module provides students with an understanding of the four essential functions of management, namely, planning, organising, leading and controlling. It covers an overview of organisations and the role of managers in a global economy. It also prepares students to be effective managers to motivate, manage perception and group dynamics, and resolve conflict at the workplace.

LEVEL 1.2

Accounting & Finance

This module aims to impart basic accounting and finance knowledge. Students will be taught how to interpret and use financial accounting information for decision-making. This module will also cover budgeting, financing strategies, working capital management as well as capital investment analysis.

Business Law

This module equips students with a basic knowledge of the fundamentals of business law and its application in a business environment. Topics include the Singapore legal system, law of contract, agency law, law of tort, law of business organisations, introduction to company law, intellectual property law and business ethics.

Career & Professional Preparation

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 embark on their three-year course with the end in mind through guided reflection on their personal characteristics and development of 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.

Information Design in Business

The module provides students with practical insights into presentation design, information flow and underlying data design. It covers a wide spectrum of business and IT-related design competencies including business processes,

eCommerce, user interface design, data visualisation, imagery and digital applications, as well as information security design.

Microeconomics

Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply and discusses production costs, price determination and supply decisions for individual firms in different market structures.

Service Operations Management

This module introduces students to the principles of service management and operations in service organisations. Key concepts include service excellence, customer loyalty, service innovations, customer psychology, services marketing, service facility location and design, forecasting demand for services, service process improvement, project and inventory management.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 1	
Level 1.1 (26 hours per week)	
Business Communication 1	4
Business Statistics	4
Decision Support Applications	4
Macroeconomics	4
Management & Organisation	4
Innovation Toolkit ^	4
Sports & Wellness ^	2
Level 1.2 (22 hours per week)	
Accounting & Finance	4
Business Law	4
Career & Professional Preparation	2
Information Design in Business	4
Microeconomics	4
Service Operations Management	4

Notes:

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

IS Modules

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COURSE MODULES

LEVEL 2.1

Digital Business Solutions

This module aims to provide the students with an introduction to programming. It covers the basic tenets of algorithmic thinking to problem solving. It also covers the desired characteristics of programmes that are easy to read and modify. To ensure relevance to the industry, business oriented programming problems and cases will be used for discussion and practice.

Enterprise Creation & Development

Students will learn how to start or invest in a new venture and manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

Finance of International Trade

This module covers the basic framework of import/export finance in a business organisation. Students will acquire a working knowledge of import/export procedures, commonly used shipping terms, documents of trade, trade financing mechanisms, methods of payment, methods of international remittances and foreign exchange management. Students will be able to apply the principles of trade finance to international business transactions.

International Economics & Finance

Students will acquire a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

Human Capital Management

This module provides students with a working knowledge of human resource skills needed by supervisors and managers to ensure that their organisations attract, employ, develop and retain the optimum number, type and quality of employees at all times to meet organisation demands and goals. Students are also given an introduction to industrial relations.

Principles of Marketing

This module examines basic concepts and principles of marketing of goods and services. Students will learn to evaluate the marketing system — from planning to pricing to promotion and distribution. It will also help students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

LEVEL 2.2

COMMON MODULES

Business Analytics

This module exposes students to the fundamental concepts of business analytics to develop effective analyses and reporting solutions. It explores the use of business and technical tools such as data warehousing, three dimensional data modelling, aggregation and pivoting. These tools support managers in the analysis of key business data in order to make good business decisions and design appropriate business strategies. Students will learn to organise data, develop spreadsheet models, design effective and user-friendly reports and automate data transformation and consolidate tasks.

Business Communication 2

This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills

through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.

Service-Learning in Action

This module engages and encourages students to be responsible for their own learning. It offers hands-on application that increases the relevance of academic knowledge and provides opportunities for deeper involvement in the community. Students are expected to use their acquired discipline skills and knowledge to contribute to community projects and reflect on their learning.

ENTREPRENEURSHIP SPECIALISATION

Business Models & Strategies

This module is designed to teach students to apply the Business Models Canvas to design value propositions for businesses. They will learn the customer development process to build effective business models and ways to overcome the gap between strategy and execution. Students will also be exposed to franchising as a business model for the global economy.

Finance for Entrepreneurial Venture

This module focuses on financial engagement in an entrepreneurial venture. Students will learn to forecast and analyse future financial needs and find out how to secure funding for a new venture or to expand the existing business. Other topics covered include the structures and legal issues in arranging financing, investor requirements and expectations, funds distribution, due diligence and negotiation.

Innovation for Value Creation

This module teaches students to innovate using appropriate tools and techniques. Topics include understanding the nature and types of innovation, recognising and analysing innovation patterns, and implementing innovation tactics. Students learn to integrate the necessary components for innovation effectiveness and develop leadership skills to catalyse and drive innovation.

HUMAN CAPITAL MANAGEMENT SPECIALISATION

Employee & Industrial Relations

Students will learn the importance of building good relationships between managers and their employees in any organisation. In unionised companies, industrial relations will be covered extensively to include the importance of employer, trade union and government tripartism, as well as employee participation. Relevant labour legislation in Singapore will also be covered.

Global Talent & Mobility

This module will discuss the implications of globalisation and its impact on HR policies and practices. Topics include basic staffing issues as well as managing international assignees, cultural diversity, values and ethics across regions. Students will also examine the implications of changes in the organisational reality for recruitment and selection and the challenges of the new workplace.

Learning & Development

In this module, students will learn about the broadening role of training in organisations towards learning and strategic training — needs assessment, transfer of training, training methods and evaluation. New roles of training and development in the context of globalisation, information technology and talent development will also be examined.

MARKETING SPECIALISATION

Brand Insights & Strategies

Students will learn the essence of strategic marketing planning and the importance of brand management. This hands-on module will require students to market a brand of an actual product/service to a new market segment or another country, and develop and present a comprehensive marketing plan. Students will learn branding using various conventional and digital channels.

Integrated Marketing Communication

This module equips students with an overview and understanding of Omni-Channel marketing programme. Students learn by planning and developing an integrated marketing campaign, using multiple touchpoints including conventional, digital and social media to achieve marketing objectives. Students will also learn to use analytical tools to measure the effectiveness of a campaign.

Research-based Marketing Insights

The module teaches students marketing research principles, tools and techniques and train them to design, plan and implement marketing research projects. Students will acquire skills to process and analyse data using technology. The module will also cover emerging marketing research methods such as the use of social media and other digital technologies to gain marketing insights.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2.1 (24 hours per week)	
Digital Business Solutions	4
Enterprise Creation & Development	4
Finance of International Trade <i>OR</i>	
International Economics & Finance	4
Human Capital Management	4
Principles of Marketing	4
Cultural Quotient at Work ^	2
Interdisciplinary Studies (IS) elective ^	2
Level 2.2 (26 hours per week)	
ENTREPRENEURSHIP SPECIALISATION	
Business Analytics	4
Business Communication 2	4
Business Models & Strategies	4
Finance for Entrepreneurial Venture	4
Innovation for Value Creation	4
Service-Learning in Action	2
Exploring Contemporary Issues ^	2
Interdisciplinary Studies (IS) elective ^	2
HUMAN CAPITAL MANAGEMENT SPECIALISATION	
Business Analytics	4
Business Communication 2	4
Employee & Industrial Relations	4
Global Talent & Mobility	4
Learning & Development	4

Service-Learning in Action	2
Exploring Contemporary Issues ^	2
Interdisciplinary Studies (IS) elective ^	2
MARKETING SPECIALISATION	
Business Analytics	4
Brand Insights & Strategies	4
Business Communication 2	4
Integrated Marketing Communication	4
Research-based Marketing Insights	4
Service-Learning in Action	2
Exploring Contemporary Issues ^	2
Interdisciplinary Studies (IS) elective ^	2

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COURSE MODULES

LEVEL 3.1

COMMON MODULES

Business Communication 3

This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

International Business

This module gives an overview of the managerial and operational elements of managing an international business in the 21st century. It explores the domestic business environment such as culture, investment regulations, economics and political environment that affect international business activities. It emphasises the importance of multinational enterprises and global events.

ENTREPRENEURSHIP SPECIALISATION

Entrepreneurship in Practice

This module allows students to integrate and apply entrepreneurship concepts to a business development or entrepreneurial project. The project, done in consultation with a mentor, will involve information gathering,

opportunity evaluation, analysis, creative problem-solving, teamwork and communication skills. Students may also participate in the EXTEND scheme where they take on the roles of facilitating, leading and implementing entrepreneurial projects.

Family Business Management

This module teaches students to recognise the challenges in family business management and the strategies that best allow the business to succeed and grow from one generation to the next. Topics include power balance and relationships, family conflicts and their resolution, professionalism, leadership succession, estate planning, family business governance and growth strategies.

HUMAN CAPITAL MANAGEMENT SPECIALISATION

Human Capital in Action

This module will deepen the students' understanding of human capital management by combining academic knowledge with practical experience-based training. They will work on industry projects related to human capital management, such as recruitment and selection, human resource planning, performance appraisal, compensation, training and employee relations.

Total Rewards Management

This module provides students with the knowledge of the various types of rewards employers use to attract, retain and motivate employees. Students will learn about the processes of effective salary administration. Students will also understand the changes driving compensation systems and how compensation can be used to determine organisational performance and success.

MARKETING SPECIALISATION

Integrated Marketing in Practice

This module provides opportunities for students to integrate and apply their acquired marketing skills and knowledge to develop and execute industry-based projects. Students are expected to apply both conventional and digital marketing strategies to address business needs and challenges. Students will also learn business-to-business sales management concepts and tools.

Retail Experiential Engagement

Successful retailers know how to identify, adapt, and plan with new opportunities, without moving away from its core competencies. Retailers today have to harness technology and data to sell experiences. This course will provide students with a comprehensive view of retailing principles and equip them to strategically market to both in-store and online customers.

LEVEL 3.2

6-Month Internship

Students will acquire the work experience needed for their chosen areas of interest through supervised work immersion and on-the-job training of about six months. The organisations involved are financial institutions, government-related agencies, multinationals and other corporations. Students will learn beyond the classroom boundaries with industry practitioners as their mentors.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 3	
Level 3.1 (24 hours per week)	

Business Communication 3	4
International Business	4
World Issues: A Singapore Perspective ^	2
Interdisciplinary Studies (IS) elective ^	2
ENTREPRENEURSHIP SPECIALISATION	
Entrepreneurship In Practice	8
Family Business Management	4
HUMAN CAPITAL MANAGEMENT SPECIALISATION	
Human Capital in Action	8
Total Rewards Management	4
MARKETING SPECIALISATION	
Integrated Marketing In Practice	8
Retail Experiential Engagement	4
Level 3.2	
6-Month Internship	22

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