

## **COMMON BUSINESS PROGRAMME**

Interested in business but unsure of which course to choose? Then our Common Business Programme (CBP) will be the best option for you.

During the first year, you will develop strong business fundamentals via interactive micro-learning packages, insightful industry talks as well as modules such as Makings of a Business and Kickstart a Business that prepare you well for the future economy. You will also discover your strengths, aspirations and career goals in the Career & Professional Preparation module.

At the end of this foundation year, you will get to make informed choices among our five popular business diplomas in a preference ranking exercise. All freshmen in BA share a common curriculum in the first year.

### **YEAR 1 COURSE MODULES**

#### **LEVEL 1.1**

##### **Economics**

This module provides students with an understanding of the core principles of microeconomics and macroeconomics with an application of these concepts in real-world business scenarios. Topics include Demand and Supply, Price Elasticity, Market Structure, Gross Domestic Product, Unemployment, Inflation, Fiscal and Monetary policy.

##### **Global Business**

This module provides students with fundamental knowledge of how the external business environment, consisting of country and industry level factors, affects the overall strategy, organisational structure and various internal functions of international businesses. Students will also discuss how contemporary world affairs, such as the impact of globalisation, terrorism, pandemics, emergence of economic powers in Asia and digitalisation present both opportunities and challenges to international businesses.

##### **Makings of a Business**

Students will gain hands-on and real-world experience as they actively learn to integrate and apply knowledge and skills acquired in various modules to manage different types of businesses through game simulation. They will gain understanding of the inter-dependence of the different business functions, and to make data-driven decisions to address day-to-day operations of a business. They will also develop critical thinking and complex problem-solving skills as they analyse performance data and evaluate decisions to improve overall company performance.

##### **Programming for Business**

This module provides students with fundamental programming concepts and best coding practices through the extensive use of in-class demonstrations and hands-on practices. Students will learn how technology functions by building digital solutions such as business applications and tasks automation by applying their programming skills. Students will learn how to problem solve through computational thinking.

##### **Statistical Applications for Business**

This module introduces students to basic statistical concepts, tools and models. Students will learn how to organise and analyse data, as well as interpret results for decision-making in the business world. Students will apply and reinforce their learnings through data presentation and performing descriptive analysis on data generated from the Business Simulated Game.

## **LEVEL 1.2**

### **Business Communication 1**

This module teaches students to effectively refine their written and spoken communication skills, discussion techniques, and people skills. Students will learn techniques to think on their feet to deliver an effective business pitch confidently. They will learn to persuasively communicate opportunities and ideas by creatively tailoring their business message for their target audience using storytelling techniques. Students will also develop their information literacy skills to craft clear business messages using APA style referencing.

### **Business Law**

This module provides students with an understanding of the basic knowledge of the law and its application in a business environment. Topics include the Singapore Legal System, Law of Contract, Law of Tort, Law of Agency/E-Commerce/Artificial Intelligence Law (E-Comm/AI Law), Law of Business Organisations, Introduction to Company Law and Intellectual Property Law. Students will also develop clarity of thought that requires a critical discerning eye and logical reasoning when applying legal principles to practical business decisions.

### **Career & Professional Preparation**

This module supports students in their journey of self-discovery, character-building, NP values-inculcation, development of education and career goals via experiential activities and guided reflections with CPP coaches. To prepare them for their career and the future, students will also deepen their knowledge of the respective diploma curriculum and industries through learning journeys, mentorship and opportunities for interactions with alumni and industry practitioners. The module will incorporate a more comprehensive feedback and reflective approach from self, peers, tutors and the industry mentor to support students' holistic growth and development.

### **Finance & Accounting for Business**

The module imparts basic accounting and finance knowledge to students, in areas such as accounting equations, accounting principles, financial statements, ratio analysis, cash budgeting, short-term financing strategies, time value of money and capital investment analysis. Students will demonstrate their understanding by using financial software to interpret financial accounting information for decision-making in business environments when working on integrated project scenarios.

### **Kickstart a Business**

The module is designed for students to integrate and apply learning from the different modules to address real-world challenges provided by industry partners. Using the Lean methodology, students will build a Lean Canvas Model to develop and showcase a minimum viable product to address challenges and evaluate opportunities. They will learn about resource optimisation and value creation for businesses.

### **User-Centred Design for Business**

The module covers digital media design competencies with user-centered design principles. Students will learn to use design software and apply the design competencies on digital platforms such as web, mobile and desktop. Students will also learn to address digital design issues related to the user experience, presentation of the information, the imagery and the visualisation during their designing process.

**YEAR 1 COURSE CURRICULUM**

<b>Module Name</b>	<b>Credit Units</b>
<b>Level 1.1 (21 hours per week)</b>	
Economics	3
Global Business	3
Makings of a Business	4
Programming for Business	3
Statistical Applications for Business	4
Health & Wellness <sup>^</sup>	1
Innovation Made Possible <sup>^</sup>	3
English Language Express*	NA
<b>Level 1.2 (18 hours per week)</b>	
Business Communication 1	3
Business Law	3
Career & Professional Preparation	2
Finance & Accounting for Business	3
Kickstart a Business	4
User-Centred Design for Business	3

**Notes:**

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

\* This module is only offered to students who are weaker in the English Language.

**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.