

BBC - UNIT LEARNING OUTCOMES (ULO)

CRICOS Provider Code: 03335G | CRICOS Course (BBC) Code: 086178G

CORE UNITS	
1.	PRINCIPLES OF MANAGEMENT
	Demonstrate an understanding of the fundamental concepts, principles and functions of management
	Identify and assess the issues involved in managing a diverse work force
	Critically discuss the impact of corporate social responsibility of organisations
	Select relevant and applicable management concepts in situations involving leadership, motivation, teamwork and effective communication
	Establish the link between corporate culture and environmental factors and view them as organisational resources that can be used to respond to challenges and uncertainties
	Provide realistic solutions grounded in management principles to real life organisational problems
2.	MACROECONOMICS
	Demonstrate an understanding of the fundamental concepts, principles and functions of management
	Identify and assess the issues involved in managing a diverse work force
	Critically discuss the impact of corporate social responsibility of organisations
	Select relevant and applicable management concepts in situations involving leadership, motivation, teamwork and effective communication
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	Provide realistic solutions grounded in management principles to real life organisational problems
3.	WORLD CULTURES
	Adopt a global perspective of the world and better understand of multi-cultural life; Discuss the concept of "change" In the context of globalisation
	Display an awareness of the world's cultural diversity, as well as its growing interdependence in the 21st century and beyond
	Analyse cultural issues critically, make comparisons and question the nature of usual cultural norms
	Identify opportunities that managing across business cultures may present
4.	MATHEMATICAL AND DIGITAL LITERACY
	Demonstrate an understanding of concepts of mathematics such as linear, simultaneous and quadratic equation and their relevance to business
	Demonstrate an understanding of the basic and advanced features of MS Excel as a computational business tool
	Determine when to use MS Excel while solving common business problems, cases and compare different scenarios
	Demonstrate spreadsheet skills proficiency using MS Excel
5.	BUSINESS COMMUNICATIONS 1
	Demonstrate an understanding of the basic concepts and rules of business English writing with clarity, conciseness, correctness, completeness and courteousness
	Demonstrate a comprehensive understanding of the process, concepts and problems pertaining to oral communication in business
	Compare and contrast different types of business documents, their contents and formats
	Display skills for communicating in different business situations
	Appreciate the role of listening in communication and use tools and techniques for active listening
	Display overall knowledge and mastery of essential Business English writing skills
	Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations
	Work independently and in teams to produce effective business reports and presentations
	Plan, organise and participate in group meetings effectively
	Select appropriate tools for communicating in different business situations

6.	MICROECONOMICS
	Demonstrate substantial knowledge of the fundamental principles of microeconomics
	Interpret business events and issues from a microeconomic perspective
	Analyse the linkages between economic theory and real-life business problems
	Undertake individual or group-based analysis, discussions, debates, and formal presentations addressing micro- economic issues
	Plan and coordinate work independently and in teams, to meet deadlines, delivery styles and specified quality standards
	Apply relevant microeconomic principles to interpret business events and issues
7.	SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY
	Identify the major 'sustainability' issues facing mankind that impact the conduct of modern day business; Demonstrate an understanding of the importance of CSR and social entrepreneurship
	Discuss a wide range of social and environmental problems and relate them to the world of business
	Identify and address the opportunities & challenges the future brings by being able to manage the environment, business and society sustainably; Critically analyse the social and environmental impacts of the conduct of business
	Critically analyse the social and environmental impacts of the conduct of business, and innovate solutions/outcomes premised on evidence/research
	Present opinions and results of critical analysis persuasively in writing and verbally by using the features of Microsoft Word and Microsoft PowerPoint
	Work in teams and independently to meet deadlines, delivery styles and specified quality standards
	Have a "creative" and inclusive game plan for 'doing' CSR as entrepreneurs or businessmen
8.	MARKETING
	Demonstrate an understanding the role of marketing in the internal and external business environments; Demonstrate knowledge of product development, pricing, distribution and promotion and the extended marketing mix
	Demonstrate an understanding of the importance of marketing and its role and dynamics in a firm and society
	Critically analyse factors affecting consumer and business behaviour
	Design a marketing plan using the learning from an STP analysis
	Design a marketing plan using the learning from an STP analysis (work in teams)
9.	INTRODUCTION TO QUANTITATIVE METHODS IN BUSINESS
	Demonstrate an understanding of the basic concepts and techniques of quantitative methods, and their application in business, management and leadership (disruption of business)
	Locate/identify data/information to examine and understand current status. Interpret trends and estimate projects and communicating in different business contexts
	Appreciate the role of various mathematical and statistical concepts and apply relevant equations/formulae as an aid to business decision making
	Use of language communication to persuade and influence
	Select and use appropriate interpersonal skills and communication tools effectively for communicating in different business situations
	Plan, organise and participate in group meetings to produce effective business reports and presentations
	Resolve conflicts and possible variations in analyses and findings. Select appropriate tools (and medium) for communicating in different business situations
10.	ADVANCED BUSINESS WRITING
	Write effective business documents, designing an "architecture" of information that business readers find comprehensive and readable
	Write fluently and grammatically in a style appropriate to the document requested
	Construct valid and persuasive arguments appropriate to the audience and purpose of the document
	Gather business information in libraries, on the Internet, or through other sources for print or multimedia information
	Learn to write supported logically structured opinion columns

11.	CORPORATE COMMUNICATIONS
	Understand the modes of modern corporate communication
	Develop skills for researching content
	Be able to create content
	Develop basic writing skills required for corporate communication
	Comprehension of the concepts and acquiring of Corporate Communication Skills
	Plan, organize and execute a corporate communication plan
12.	ADVERTISING
	Articulate the differences between various advertising audiences, and how to address them
	Demonstrate knowledgeable information about the important issues in planning and evaluating integrated marketing communications
	Identify and further understand the corporate communication process
	Apply appropriate theories, tools and understanding to plan, develop and evaluate marketing communications
	Construct a complete advertising plan with hands-on experience
	Evaluate various methods of advertising for efficacy with different audiences
13.	MEDIA AND SOCIETY
	Know the skill sets required of professionals in the various disciplines of mass media
	Discuss global trends and regional/national differences in media
	Experience the impact and potential of social media; hone professional social media skills
	Explain the structure and function of mass media in modern societies
	Understand the variety of media outlets
	Articulate biases found in mass media, and how these impact society at large
	Be more informed and analytical consumers of mass media
14.	FINANCIAL ACCOUNTING
	Understand the basic concepts of accounting and accounting terminology in line with the latest accounting standards
	Cash flow statement and accounting of specific items for instance, current assets and current liabilities
	Understand the role of financial ratios and gain insight into interpretation of financial statements
	Prepare and gain an insight into the basic financial statements namely income statement, balance sheet and Cash flow statement and accounting of specific items for instance, current assets and current liabilities
	Create and manage a simple but effective inventory control system
	Administer a well-organised and effective inventory and cash management coupled with adequate internal control systems
	Understand the role of financial ratios and gain insight into interpretation of financial statements
15.	JOURNALISM
	Explain the basics of good reporting
	Articulate aspects of a good lead story
	Understand issues in global vs. national/regional journalism
	Write to a deadline with no English mistakes
	Understand issues in global vs. national/regional journalism
	Research, construct and write a publishable feature article of 800 to 1,000 words
	Explain the differences between hard copy and online news
	Know the difference between news, feature, travel, round-up and other articles
	Understand ethics of journalism
16.	BUSINESS OF MEDIA
	Understand the basics of entrepreneurship and evolving business models for media
	Critically assess the link between entrepreneurship concepts with how the Internet and digital technologies are transforming media economies
	Apply recent news and communication start-ups as case studies for entrepreneurial principles
	Identify, develop and pitch ideas for media businesses
	Research and write a business case study
	Perform skill-building exercises in business analysis and digital technologies

17.	DIGITAL MEDIA
	Understand Media in the Digital Age
	Navigate the world of traditional and new media
	Highlight the benefits of digital media
	Develop a critical understanding of mass communication theory, history, active research findings, and professional experience
	Achieve a working level of media literacy
18.	COMMUNICATION RESEARCH
	Evaluate critically communications research and its applications
	Overview of communications research theory and practice
	Demonstrate deep insight into the design and applications of communications research
19.	ORGANISATIONAL BEHAVIOUR
	Develop self-awareness in the areas of interpersonal and behavioural skills, to prepare themselves as future managers
	Develop the skills to explain, predict and control behaviour in Organisations
	Develop knowledge about people and how they function and relate within the Organisations
	Acquire the ability to apply the above skills as future managers
20.	MEDIA ETHICS
	State personal beliefs, instincts and biases regarding ethical conduct in the media
	Demonstrate flexibility and analytical thinking while investigating questions that may have no definitive answers
	Articulate major ethical frameworks, and apply them to situations that arise in the mass media context
	Explain the guidelines, norms, and suggestions that govern the media professions
ELECTIVES	
1.	INTERCULTURAL COMMUNICATIONS
	Learn to honour and share their own culture while learning to appreciate and become inclusive of many other cultures
	View cultural difference objectively and understand that differences are not hierarchical
	Seek out information from an array of sources, including print, media and personal interviews
	Identify and appreciate the beliefs, values and norms of their own culture, while being able to recognise and articulate differences when assessing other beliefs, values and norms
2.	PUBLIC RELATIONS
	Demonstrate basic skills in market/audience research and analysis, campaign development, image and text design, media relations, crisis management and communication ethics
	Develop basic market surveys, write press releases, produce public service announcements, conduct news conferences, and design web pages
	Explain the history of public relations in modern organisations
	Understand a variety of theories and paradigms of effective PR
	Articulate the professional and social obligations associated with a career in public relations
3.	VISUAL COMMUNICATIONS
	Understand the significance of visual communication and intuitive processing to ways of knowing, creative problem solving
	Responding to the world and interacting with one another
	Use persuasive communication that subtly shapes the public mind and public behaviour
	Understand, become aware of and use intuitive cognitive processing abilities
	Learn through creative exercises that teach how to apply new ideas to enhance both understanding of and work with images
	Gain the knowledge and skills to change the way they live and interact with the broader culture

4.	PROFESSIONAL COMMUNICATION PRACTICES
	Acquire professional writing skills that would be used for technical report writing
	Learn the art of negotiation various business situations
	Understand the concepts and techniques of professional communication practices
	Learn core concepts and techniques to communicate successfully in professional life in a diverse workplace environment
	Demonstrate excellence in communication for the smooth transition from to student to professional, from entry level jobs to more responsible jobs and from team member to leader in their professional life
	Comprehend the challenges of today's work place such as negative impact of technology and achieving work life balance
5.	SOCIAL MEDIA
	Understand the key characteristics of social media and how it is different from owned media and paid media
	Understand, evaluate and integrate several contemporary social media platforms and link it to owned media and paid media
	Understand the rules of engagement with the target audience and how it varies from other forms of media
	Understand various social media measurement tools and being able to interpret them
	Be able to conceptualise the entire social media marketing cycle from setting objectives to measuring results
6.	INTEGRATED MARKETING COMMUNICATIONS
	Understand the importance of having an integrated marketing communication plan
	Appreciate the linkage between organisational objectives and the IMC plan objectives
	Understand the importance of creativity, innovation and role of new technology while developing an IMC plan
	Engage in initiatives for corporate social responsibility and crisis management while developing a IMC plan
	Evaluate an IMC plan by setting metrics for measuring and monitoring its performance
7.	CRISIS COMMUNICATIONS
	Know the conditions that constitute a crisis for organisations
	Understand concepts, variables, and research findings relevant to crisis planning and response
	Demonstrate basic media relations skills
	Conduct a vulnerability audit, develop a crisis communications plan and implement that plan in a mock crisis drill
FOUNDATION SKILLS UNITS	
1.	FOUNDATION SKILLS 1: PERSONAL & CAREER FOUNDATIONS
	Explain key concepts associated with personal values and goals, career aspirations, employment trends and individual pathway opportunities/plans/strategies
	Examine current practices and emerging trends, to support/enhance the world of work (business and leadership)
	Identify personal strengths and note personal and work trajectories
	Identify and analyse labour and employment trends, and seek support mechanics for empowerment and value-add to decision making
	Demonstrate teamwork skills in group task and activities; appreciate the value of teams
	Appreciate the context and situations around learning, being and becoming
	Develop realistic solutions grounded with analytical and critical competencies to real life problems
2.	FOUNDATION SKILLS 2: ETHICS & MORAL REASONING
	Explain basic concepts in philosophy and describe terminologies associated with ethics, moral reasoning and virtues
	Examine current practices and emerging trends, to support/enhance the world of work (business and leadership)
	Understand and engage in debates in ethics and moral reasoning
	Use the skills and processes of philosophical discourse to address critical incidents, and conduct independent inquiry and research
	Demonstrate teamwork skills in group task and activities; appreciate the value of teams and its pertinence in arguments and debates (group consensus)
	Appreciate ethics and moral reasoning transcends culture and society; analyse and critically evaluate arguments and points of view
	Understand the role of philosophy, ethics moral values (and virtues) in everyday life

PROJECTS	
1.	REGIONAL IMMERSION PROJECT 1
	Display the knowledge required to conduct primary research
	Demonstrate knowledge of the local business environment in Singapore (and the wider region) and appreciate the interplay of different industries and business cultures in regional and global contexts; Display professionalism in the delivery of the project (incl. timeliness)
	Create alternate solutions to problems; examine current trends and provide justification(s) for methods and analysis
	Exhibit confidence in delivering professional presentations
	Work in teams to complete projects effectively. Select and utilise relevant tools to conduct regional primary research and complete projects effectively
2.	CAPSTONE PROJECT
	Identify and formulate problems / needs in area of business communication being faced by a client, be it a company, or an individual manager
	Using the concepts, knowledge and skills acquired during the study of the Business Communications course prepare a proposal plan and framework to address a business problem or need
	Apply knowledge and skills to develop detailed communication research framework using appropriate communications tools, qualitative and / or, quantitative methods
	Apply skills and experimental learning to conduct communication research for the project and collate findings
	Demonstrate learning across the curriculum, through analysis and recommendations detailed in a written report and in a presentation to the client