

BEC - UNIT LEARNING OUTCOMES (ULO)

CRICOS Provider Code: 03335G | CRICOS Course (BEC) Code: 086184J

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
	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
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.	ECONOMIC HISTORY
	Understand the evolution of Economies over the years: Europe, US and Asia-Pacific
	Understand the development of market economy, the industrial revolution, the role of the state and the impact of Globalisation of Markets and Commerce over-time
	Understand the role of history in guiding current economic policies and debates
	Tracing the evolution of economic history from the early roman empire to the era of the globalisation on trade

11.	BEHAVIOURAL FINANCE & ECONOMICS
	To analyse the Behavioural Biases in Finance decisions
	Understand the dynamics of individual behaviour and its impact on economic decisions
	To understand the role of happiness and utility in economic well being
	To investigate the applications of rational choice theory
	Understand the various biases that impact the financing decisions of individuals and organisations
	Understand the complex interaction of human behaviour and market conditions on financial and economic decisions
12.	STATISTICS
	Appreciate the fundamental concepts and techniques of statistics in business decision making
	Understand and apply descriptive statistics concepts to various data
	Perform business forecasting, such as revenue, cost or related business variable, or macroeconomic variables, etc
	Understand a business process, the constituents and their inter-linkages quantitatively in a better manner and also making reliable inferences
	Appreciate advanced statistical analyses like multiple regression etc
13.	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
14.	OPERATIONS MANAGEMENT
	Understand basic quantitative concepts of Operations Management (OM) e.g. network modelling and inventory management
	Know how to apply these concepts to real life situations
	Be proficient in doing Operations Management (OM) applied problems
15.	RESEARCH METHODOLOGY
	Understand the need for conducting quantitative and qualitative social research and need to prepare research proposal
	Understand how to conduct research through research methodology or research framework indicating the use of variables, statistical tools and the way in which data selection, data collection, data entry and data analysis are made
	Understand the limitations of doing quantitative and qualitative research
	Able to interpret research output with the help of Research report by following reliable sources on report writing
16.	INTRODUCTORY ECONOMETRICS
	Apply the mathematical as well as statistical tools for econometric analysis
	Use computer-based data bases and econometrics packages
	Estimate, construct and analyse econometric models
17.	QUANTITATIVE ANALYSIS FOR DECISION MAKING
	Understand and apply various Operations Research techniques such as Optimisation Modelling, Linear Optimisation, Sensitivity Testing, Modelling through Network Techniques, etc
	Define decision variables, constraints and objective functions for every business problem
	Learning to use Excel spread sheet and software to solve business problems and interpret

18.	DEVELOPMENT ECONOMICS
	To Compare the Characteristics of countries at different stages of Economic Development in the Asia-Pacific Region
	To Understand issues in Economic Development including Theory, Evidence and Policy
	To Identify the Determinants of Economic Growth
	Understand the challenges that a country faces in relation to poverty, inequality, rural development and environmental protection
	To Critically Evaluate the Performance of the Government in the areas of dealing with poverty, inequality and Fostering Human Capital through Education and Health
	Analysing the role of Globalisation in Economic Development
19.	FINANCIAL MANAGEMENT
	Demonstrate the use of basic financial information in decision-making
	Explain the relationship between accounting profits and cash flow
	Understand working capital concepts, its components and importance
	Demonstrate an understanding of the key concepts in finance including risk, return and time value of money
ELECTIVES	
1.	GAME THEORY AND APPLICATIONS
	Understand the key concepts of Game Theory and its application to formulation of business strategies
	Understand the various tools of Game Theory and the insights they offer to Strategy in Business
	Relate the knowledge gained with other cognate areas such as marketing, operations and industrial economics
	Get introduced to a wide range of strategic issues faced by modern business organisations where game theory models could be applied as tools by managers
2.	MICROECONOMICS 2
	Understand the relevance of microeconomic concepts to the real world applications of Consumer Behaviour and Preferences and Firm Behaviour, in relation to risk and uncertainty
	Understand the behaviour of firms as rational decision makers under certainty and uncertainty
	Analyse economic decisions in markets under perfect and imperfect competition
	Understand the welfare implications of various economic decisions
	Identify specific economic issues and application of technical tools
	Examine the implication of welfare and efficiency on individuals and firms
	Analyse the efficiency of market mechanism on consumer and firm welfare and the contributing role of market information
3.	MONETARY ECONOMICS
	A comparative Analysis of Money Supply and Monetary Policy in the Asia-Pacific Region
	Understanding the Transmission mechanism of Policy in the context of Money Supply and Interest Rate
	An analysis of the functions of money and its role in business and related transactions
	A comprehensive understanding of the role of money and its impact on the economy
4.	INTERNATIONAL TRADE THEORY AND PRACTICE
	Analysing the Benefits of emerging regional economic cooperation
	Investigating the Role of International Organisations in developed and developing Economies
	Understanding the factors leading to international trade and the impact of trade and globalisation on economic growth and development
	To investigate the implication of trade policy or economic growth
	Understand the impact of international factor movements on the domestic labour market
	To understand the fundamental theories of international trade and importance of international trade relations
	Analysing the role of the international monetary system with reference to the international flow of capital and domestic financial markets
	Understanding the merits and limitations of trade and globalisation

5.	COMMERCIAL LAW
	Apply the available law to business problems that may arise
	Understand the business and company related legal issues
	Understand the basics principles related to various issues like contracts, negotiable instruments, agency and employment, Government regulations, liquidation of companies, insurance and revenue
	Understand various restrictions in applying the available laws
6.	MACROECONOMICS 2
	Overview of long run and short run macroeconomic models
	To understand the implementation of monetary and fiscal policies to overcome budget deficits or surplus
	Critically evaluate the growth theories of Macroeconomics
	To understand the factors effecting the consumption and investment in an economy
	Gain deep insights into stabilization policy and its impact on growth
	To understand the functioning of an economy in its long term growth path and the impact of various forces like Government Policy , the opening up of an economy and an efficient financial system
7.	FINANCIAL MARKETS
	Discuss and analyse the behaviour of interest rates, yield curve and term structure of interest rate
	Identify money and capital market instruments
	Understand the integration between the domestic and international financial markets
	Understand and examine the valuation method of stocks and bonds
	Discuss current issues and challenges in financial market
	Understand the forms, roles and functions of financial markets and institutions
	Illustrate the interaction of various financial markets in the economy
8.	INTERNATIONAL BUSINESS
	Develop an understanding of important international business terms and concepts
	Identify the role and impact of cultural variables in international business
	Appreciate and integrate the ethical and societal dimensions of international business
	Prepare a professional risk assessment report on an industrial sector in a target country
	Recognise the impact of technology in opening global markets and changing the ways in which international business is conducted
	Develop a truly global approach in identifying, analysing and solving problems

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 AND 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 of business or management being faced by their client, be it a company, an individual manager or their own selves as managers in the global context

Prepare a research framework of the project through business research or case research by effectively utilising management concepts, tools, techniques and models etc. learnt from the various subjects of economics covered in the course

Articulate and identify applied thinking tools to solve problems pertaining to the Economics discipline