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 For AY2019/2020 intake onwards
 

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## **Business Majors Course Requirements for Non-BBM students (Second majors)**

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## Communication Management

### 3 compulsory courses:

- Management Communication
- Foundations in Strategic Communication
- Designing Communication for Behavioural Change

### 5 second major electives

- 1 course from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management of People at Work
  - Operations Management
  - Strategy
- 4 Communication Management electives  
Some examples of Communication Management electives:
  - Intercultural Communication
  - Communication Strategies in the Digital Age
  - Crisis Management and Communication
  - Fundamentals of Media Engagement
  - Investor Relations

## Finance

### 4 compulsory courses:

- Corporate Finance
- Corporate Reporting and Financial Analysis/ Financial Reporting and Analysis
- Finance/ Finance for Law
- Financial Markets and Investments

### 4 second major electives

- 1 course from the following:
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management Communication
  - Management of People at Work
  - Operations Management
  - Strategy
- 3 Finance electives  
Some examples of Finance electives:
  - Financial Innovation, Blockchains, and Decentralised Finance
  - Sustainable Finance
  - Advanced Portfolio Management
  - Investment Banking
  - Real Estate Investments and Finance

## Innovation & Entrepreneurship

### 2 compulsory courses:

- Entrepreneurship and Business Creation
- Corporate Entrepreneurship and Innovation or Leading New Ventures to Growth

### 6 second major electives

- 1 course from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management Communication
  - Management of People at Work
  - Operations Management
  - Strategy
- 5 Innovation & Entrepreneurship electives  
Some examples of Innovation & Entrepreneurship electives:
  - Management of Technology and Innovation
  - Entrepreneurship Practicum
  - Sustainable Entrepreneurship
  - Fraud Protection for Entrepreneurs
  - Design Thinking and Innovation

## Marketing

### 3 compulsory courses:

- Consumer Behaviour
- Marketing Research
- Marketing

### 5 second major electives

- 1 course from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Management Communication
  - Management of People at Work
  - Operations Management
  - Strategy
- 4 Marketing electives  
Some examples of Marketing electives:
  - Advertising
  - Digital Marketing
  - Marketing Analytics
  - Strategic Brand Management
  - Integrated Marketing Communications: A Brand Perspective

## Operations Management

### 4 compulsory courses:

- Service Processes
- Supply Chain Management
- Decision Analysis
- Operations Management

### 4 second major electives

- 1 course from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Management Communication
  - Management of People at Work
  - Marketing
  - Strategy
- 3 Operations Management electives  
Some examples of Operations Management electives:
  - Project Management
  - Managing Process Improvement
  - Global Supply Chains
  - Service and Operations Analytics
  - Operations and Supply Chain Management in Healthcare

## Organisational Behaviour & Human Resources

### 2 compulsory courses:

- Human Capital Management
- Management of People at Work

### 6 second major electives

- 1 course from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management Communication
  - Operations Management
  - Strategy
- 5 Organisational Behaviour & Human Resources electives  
Some examples of Organisational Behaviour & Human Resources electives:
  - Negotiating in Management and Business
  - Talent Acquisition and Assessment
  - The Psychology of Managerial Decision Making
  - Compensation
  - Power and Politics in Organisations

## Quantitative Finance

### 4 compulsory courses:

- Quantitative Finance
- Investment Statistics
- Computing Technology for Finance
- Finance/ Finance for Law\*

### 4 second major electives

- 1 course from the following:
  - Financial Accounting
  - Marketing
  - Management Communication
  - Management of People at Work
  - Operations Management
  - Strategy
- 3 Quantitative Finance electives  
Some examples of Quantitative Finance electives:
  - Machine Learning in Quantitative Finance
  - Linear Algebra and Numerical Methods
  - Quantitative Trading Strategies
  - Stochastic Finance
  - Structured Products Sales and Trading

## Strategic Management

### 2 compulsory courses:

- Introduction to Organisations
- Strategy

### 6 second major electives

- 1 course from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management Communication
  - Management of People at Work
  - Operations Management
- 2 Strategic Management electives from the following:
  - Corporate Strategy
  - International Business
  - Management of Technology and Innovation
  - Managing Strategic Change and Digital Transformation
- 3 other Strategic Management electives  
Some examples of Strategic Management electives:

- Management Consulting Work-Study Elective
- Corporate Entrepreneurship and Innovation
- Design Thinking and Innovation
- Strategic Risks and Opportunities Management
- Family Business

## Digital Business

### 3 compulsory courses:

- Managing Strategic Change and Digital Transformation
- Introduction to Programming/ Computational Thinking and Programming/ Programming Fundamentals I
- Digital Business: Technologies and Transformation

### 5 second major electives

- 2 courses from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management Communication
  - Management of People at Work
  - Operations Management
  - Strategy
- 2 Digital Business electives  
Some examples of Digital Business electives:
  - Doing Business with Artificial Intelligence
  - Financial Innovation, Blockchains, and Decentralised Finance
  - Digital Marketing
  - User Experience and Digital Product Design
  - Digital Media, Entertainment and E-commerce Ecosystem
- 1 other non-LKCSB Digital Business elective  
Some examples of non-LKCSB Digital Business electives:
  - Business Process Analysis and Solutioning
  - Interaction Design and Prototyping
  - Sustainable Digital Cities
  - Digital Transformation Strategy
  - Analytics Foundations

## Sustainability Management

### 2 compulsory courses:

- Sustainability Management and Governance
- SMU-X Sustainability Project: Sustainable Entrepreneurship Practicum *or* Corporate Sustainable Product and System Design

6 second major electives

- 2 courses from the following:
  - Finance/ Finance for Law
  - Financial Accounting/ Financial Accounting for Law
  - Marketing
  - Management Communication
  - Management of People at Work
  - Operations Management
  - Strategy
  
- 2 Sustainability Management electives  
Some examples of Sustainability Management electives:
  - Sustainable Finance
  - Sustainable Operations
  - Sustainable Marketing
  - Sustainable Entrepreneurship
  - Organisational Aspects of Sustainable Innovation
  
- 2 other non-LKCSB Sustainability Management electives  
Some examples of non-LKCSB Sustainability Management electives:
  - Climate Change: Global and Local Solutions
  - Technological Innovations Enhancing Urban Sustainability
  - Sustainable Cities
  - Economic Development in Asia
  - Sustainable Ocean Law and Governance