

Module Outline

Module Code : MKT4422/MKT4718
Module Title : The Business of Happiness
Semester : Semester 2, Academic Year 2020-2021
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Overview and Objective

This module first provides an inter-disciplinary perspective on the definition and measurement of happiness and related social constructs such as subjective wellbeing and quality of life. Building on this foundation, various broad themes of inquiry will be discussed such as the economics of happiness, positive psychology and happiness, consuming for happiness, and happiness in the workplace. Using readings from academia and the popular press, we will explore the applications of happiness concepts in business and management contexts, how they enable individuals and communities to thrive, and how this eventually makes good business sense.

At the end of the course, students will be able to:

- 1) identify and understand the different ways in which happiness has been defined and measured, what contributes to happiness and how happiness is related to other social constructs;
- 2) critically evaluate relevant research on happiness from multi-disciplinary perspectives
- 3) synthesize insights for incorporating happiness concepts in business and management contexts.

In achieving the above outcomes, students are expected to integrate knowledge from different domains, and be able to articulate and support their views through the various continuous assessment tasks. Individual and group assignments are tailored specifically to the learning goals for each semester, and are intended to provide a stimulating learning experience.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

The course operates on an **interactive, discussion-based, seminar-style format**. You will benefit most when you come to class having read and critically evaluated the readings, and are prepared to share your views.

Readings are mainly from research journals and the popular press. You can download most of the readings from Library Resources in LumiNUS. **Please note that there is a fairly heavy reading workload for this course.**

Assessment
(to be confirmed)

Class Participation	20%
Individual Assignments	30%
Test	20%
Group Project	30%
TOTAL	100%

Schedule and Outline (Tentative)

Session 1	Defining and measuring happiness	11 Jan
Session 2	Indices and correlates of happiness	18 Jan
Session 3	The economics of happiness/beyond GDP	25 Jan
Session 4	Money, wealth and happiness	1 Feb
Session 5	Consumption and happiness I	8 Feb
Session 6	Consumption and happiness II	15 Feb
	Recess Week	22 Feb
Session 7	Marketing happiness	1 Mar
Session 8	Positive psychology	8 Mar
Session 9	Meaning and happiness	15 Mar
Session 10	Happiness in the workplace	22 Mar
Session 11	Values and happiness	29 Mar
Session 12	Project presentations	5 Apr
Session 13	Project presentations	12 Apr

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>