

Course Outline

Course Code : BPM1705
Course Title : Understanding How Business Works
Semester : Semester 1 , AY 2023/2024
Faculty : Ms Regina Yeo
Department : Marketing
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Course Description

Students take the primer course, BPM1705 Understanding How Business Works as they embark on their academic journey at NUS Business School.

The course is delivered through an online introductory lecture, a series of Masterclass faculty-delivered videos, reading assignments and quizzes. These videos and readings help give students a preview and understanding of what they will learn in NUS Business School.

To integrate understanding, students will watch the course's capstone video to apply what they have learnt. The course's capstone video is about a NUS Business graduate deciding on how he should take his business. As an entrepreneur, he makes decisions on business strategy and operations, where/how to get financing, where to source for materials, understand his customers' needs and how to market effectively.

In understanding how business works, this primer course empowers students to kickstart their learning with the right tools to make important business decisions.

Course Objectives

This course in **Understanding How Business Works** aims to achieve the following:

1. introduces business functions such as: strategy, finance, marketing, analytics, operations management, and entrepreneurship.
2. understand how these business functions integrate holistically for companies to grow and have a competitive advantage.
3. apply the principles in the real world.

Assessment Components

Pre-course activity	10%
Introductory lecture	10%
Masterclass videos	20%
Quizzes	60%
Total	100%

References and Readings

You are not required to purchase a textbook for this course. There will be recommended readings to enhance your understanding of the topics covered.

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>

Topics Covered

Students watch a series of Masterclass videos delivered by faculty.

1. Strategy
2. Finance
3. Analytics
4. Operations management
5. Marketing
6. Entrepreneurship
7. Capstone video – specially produced by NUS Business School for the course. The capstone video simulates a case scenario where we see how a NUS Business graduate decides on how he should take his business. The video helps students to reinforce the concepts covered in the Masterclass videos.