

Course Outline

Course Code : BPM1705
Course Title : Understanding How Business Works
Semester : Semester 2 , Academic Year 2024/2025
Faculty : Regina Yeo
Department : Marketing
Email : bzyblr@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty>

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.

IMPORTANT: Students must complete BPM1705 by the end of Week 2, Friday 24 January 2025. It is important to attend one introductory lecture (conducted online), and to complete and pass the assigned tasks to fulfil the course requirements.

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.

Course Schedule

(Tentative lesson plan. Final details will be provided when semester commences)

Week	Week commencing	Description	Required Tasks
<p>Important Reminder:</p> <ul style="list-style-type: none"> ▪ Complete required tasks: complete pre-course activity, attend online lecture, watch all videos, view pre-recorded final lecture and complete all quizzes before deadlines as these tasks contribute to the final grade. BPM1705 concludes on Friday 24 January 2025. ▪ Check your NUS email account regularly for course updates and announcements. 			
0	6 January 2025	<p>Pre-course activity</p> <p>Content and articles for the pre-course activity will be published nearer to start of semester.</p>	<ul style="list-style-type: none"> □ Complete pre-course activity by Wed 15 Jan 2025 (includes reading articles and completing quiz).
1	13 Jan	<p>Attend an online introductory lecture</p> <p>(actual date for online lecture will be provided nearer to start of semester – check your timetable for the finalised schedule)</p>	<ul style="list-style-type: none"> □ Attend online lecture on Thurs 16 Jan 2025 (tentative). Attendance is compulsory as it contributes to final grade. □ Complete the quiz that is based on the introductory lecture within 24 hours of your scheduled lecture.
1	13 Jan	<p>All 6 Masterclass + 2 capstone videos will be published at the same time</p> <p>Important to watch in sequential order for better understanding.</p> <p>Attempt Masterclass and capstone video quizzes</p>	<ul style="list-style-type: none"> □ Complete watching all required videos by Wed 22 Jan 2025 as your viewership is marked as “attendance”. □ Attempt the quizzes following the Masterclass video to reinforce learning, before moving to the next video by Wed 22 Jan 2025.
2	20 Jan	<p>Watch a pre-recorded final lecture</p> <p>Attempt post-course quiz</p>	<ul style="list-style-type: none"> □ Complete watching constitutes towards viewership attendance. □ View pre-recorded lecture and complete post-course quiz by Fri 24 Jan 2025.