

BUS501e Contemporary Topics in Business and Management

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

BUS501 Contemporary Topics in Business and Management comprises a series of workshops offered by the School of Business. The workshops offer contemporary knowledge in business management and innovative business models to support business growth. The objective of these workshops is to help participants keep pace with future economic and technological developments that will impact on business and provide them with a relevant knowledge bank to strategise plans that will sustain business growth and manage business competition.

Topics:

- Contemporary Issues in Marketing
- Sharing Economy
- Financial Innovations - Crowdfunding
- Financial Innovations – FinTech Applications
- Analytics and Predictive Technologies
- 4th Industrial Revolution
- Internet of Things
- Entrepreneurship and Innovation
- Intellectual Property Management
- Corporate Governance
- Corporate Social Responsibility
- Contemporary Management and Business Excellence

Learning Outcome:

- Develop an understanding of contemporary knowledge in management
- Appraise the implementation of marketing strategies on the digital platform
- Identify opportunities and leverage on the shared economy
- Critique how data analytics can be employed in businesses
- Evaluate innovative business models for application in businesses
- Examine the impact of the Fourth Industrial Revolution on businesses
- Discuss Competitive Intelligence in businesses
- Recognise the impact of the Future of Work on business practices
- Implement Business Excellence concepts in business
- Develop critical thinking skills to examine a contemporary business and management problem
- Demonstrate written proficiency

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
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TUTOR-MARKED ASSIGNMENT	5
TUTOR-MARKED ASSIGNMENT	5
TUTOR-MARKED ASSIGNMENT	5
TUTOR-MARKED ASSIGNMENT	5
TUTOR-MARKED ASSIGNMENT	5
TUTOR-MARKED ASSIGNMENT	5
Sub-Total	30

Examinable Component	Weightage (%)
FINAL REPORT	70
Sub-Total	70

Weightage Total **100**