

BUS601 Contemporary Topics in Business and Management

Level: 6

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

BUS601 Contemporary Topics in Business and Management comprises a series of workshops offered by the School of Business, throughout a period of twelve months. 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 (%)
TUTOR-MARKED ASSIGNMENT	15
TUTOR-MARKED ASSIGNMENT	15

TUTOR-MARKED ASSIGNMENT	15
TUTOR-MARKED ASSIGNMENT	15
TUTOR-MARKED ASSIGNMENT	15
TUTOR-MARKED ASSIGNMENT	15
PARTICIPATION	10
Sub-Total	100

Examinable Component	Weightage (%)
Sub-Total	

Weightage Total **100**