

PROGRAM CURRICULUM

A great career in business starts with your ability to apply fundamentals. Master these essential building blocks through courses in topics such as Managerial Economics, Corporate Finance, Marketing Management and Operations. As you progress in the program, you have the option to customise your education by choosing to specialise in an area targeting your career. Each specialisation offers an intensive curriculum that combines functional management knowledge with decision-making tools and frameworks, and real-world learning experiences with industry experts.

TERM 1: ESSENTIALS OF MANAGEMENT

CORE COURSES	CREDITS
Human Resources Management	1
Personal Effectiveness	1
Financial Accounting For Decision Making	1
Financial Statement Analysis	1
Managerial Economics	1
Management Accounting	1
Macro Economics	1
Business Economics	1
Marketing Management 1	1
Marketing Management 2	1
Business Statistics	1
Operations Research	1
Operations Management	1
Research Methodology	1
Corporate Finance 1	1
Corporate Finance 2	1
Global Immersion (Group) Project	1

TERM 2: PRACTICE OF MANAGEMENT

CORE COURSES	CREDITS
Strategic Innovation	1
Business Strategy & Sustainability	1
Negotiation & Conflict Resolution	1
Business Analytics	1
ELECTIVES (6 CREDITS)	
1. Operations Electives	
Supply Chain Management	1
Quality Management	1
Project Management	1
Operational Excellence	1
2. Finance Electives	
Financial Markets	1
Portfolio Management	1
Corporate Valuation	1
Project Finance	1
3. Marketing Electives	
Strategic Brand Management	1
Sales & Channel Management	1
Digital Marketing	1
Marketing Audit & Evaluation	1

TERM 3: CROSS-FUNCTIONAL MANAGEMENT

CROSS FUNCTIONAL COURSES	CREDITS
Cost Leadership	1
Enhancing Stakeholders' Value	1
Customer Value Management	1
Leading Teams & Organisations	1
Integrative Decision Making	1
Applied Business Research	4

Note: To 'major' in a specialisation, you must opt for 4 subjects in the same specialisation. Those interested in a more General Management route can choose 6 subjects from across the Finance, Marketing and Operations specialisations.