

# **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 - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
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Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	15
	TUTOR-MARKED ASSIGNMENT 2	15
	TUTOR-MARKED ASSIGNMENT 3	15
	TUTOR-MARKED ASSIGNMENT 4	15
	TUTOR-MARKED ASSIGNMENT 5	15
	TUTOR-MARKED ASSIGNMENT 6	15
	PARTICIPATION 1	10
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.