

## **12 Appendix B – Brief Module Description for E-Commerce Programme**

### **12.1 Level 1000 Modules**

#### **BZ1001 Management and Organisation**

The objective of this course is to introduce students to the basic concepts of managerial functions. The four functions are: Planning, Organising, Leading and Controlling. A second objective of the course is to allow the students to appreciate how effective performance of these four functions defines organisational success.

The course will enable the students to analyse organisational environments and give them the basic skills for decision-making and strategic planning. The students will also learn how to divide and co-ordinate tasks in organisations in order to increase efficiency and effectiveness. The course will also deal with motivation theories and techniques, leadership styles for motivating employees, and control systems to monitor and reward employee performance. Other important topics include managerial ethics and management of change.

#### **BZ1002 Accounting**

This module provides an introduction to financial accounting and cost accounting. The module seeks to equip business students with basic skills required to understand and use financial accounting and cost accounting information for planning, decision-making and control. The approach is conceptual with an emphasis on the understanding of the basic principles and concepts underlying the mechanics of financial and cost accounting. Major topics covered include nature and purpose of accounting; institutional and regulatory framework of financial accounting; basic framework of accounting; the accounting cycle; accounting for assets and liabilities; introduction to corporate accounting; introduction to accounting for intercorporate investments and

consolidated statements; introduction to cash flow statements; introduction to financial statement analysis; basic cost concepts and costing systems; cost behaviour; and cost-volume-profit analysis.

#### **BZ1003 Marketing**

This module is designed to provide knowledge, techniques and understanding of marketing principles. It provides students with a conceptual framework to analyse and interpret marketing phenomena and to suggest courses of action in response to marketing problems. It covers topics such as the marketing concept, the marketing environment and the marketing mix which includes product, pricing, distribution and promotion.

Other related topics include consumer behaviour, market segmentation and targeting, marketing research and information system, marketing planning, implementation and control, and public issues in marketing. This is a foundation module for business students and provides the basis for later concentration in the marketing area.

#### **BZ1004 Legal Environment of Business**

This module is an introduction to the elements of legal reasoning. It seeks to impart an understanding of the law by engaging the student in a study of the fundamental principles of contract, company law, sale of goods and tort law. Equipped with this basic legal knowledge, students will become more aware of the ways by which legal problems might arise, and, hopefully, be able to make better informed judgements as to the circumstances under which they should seek professional legal opinion for guidance in the course of their future business transactions. Broadly speaking, the module will cover:

Contract Law: the principles relating to the formation of contracts, the ways by which enforceable contracts may be discharged, and the remedies for breach of enforceable contractual obligations; Company Law: the concepts of limited liability and the separate legal personality of corporate entities: the duties and

liabilities of directors; the law relating to insider trading; and judicial management; Sale of Goods: the passing of property and risk, the implied conditions pertaining to a contract for the sale of goods, and the remedies against default in performance; Law of Torts: the general principles of the law relating to negligence in business transactions, including negligent misstatements causing economic loss.

## 12.2 Level 2000 Modules

### **BZ2004 Finance**

(Prerequisite: BZ1002 Accounting)

This module helps students to understand the key concepts and tools in Finance. It provides a broad overview of the financial environment under which the firm operates. It equips students with the conceptual and analytical skills necessary to make sound financial decisions. Major topics covered include financial statement analysis; long-term financial planning; time value of money; risk and return; capital budgeting; common stock; bonds; options and futures; and short-term financing.

## 12.3 Level 3000 Modules

### **BZ3401 Physical Distribution and Transport Management**

(Pre-requisites: BZ1005 Computing and Programming for Business and BZ2003 Operations Management)

The objective of this module is to build managerial skills for decision making in the logistical management of physical distribution and transportation of goods and services. Towards this, the module emphasises the application of quantitative and analytical techniques to physical distribution system design (facility location and fleet planning) and transportation planning. Moderated with an understanding of other managerial issues and the business environment, the results of such analyses are useful for the development of effective distribution management systems and procedures, which can be further exploited using enhanced information and communications technology.

### **BZ3402 Warehousing and Materials Management**

(Pre-requisites: BZ1005 Computing and Programming for Business and BZ2003 Operations Management)

This introductory module will provide students with the basic knowledge of the planning and operational issues in warehousing. We will examine the four deployable resources in warehousing: storage space, material handling equipment, human resources and information technology. We will analyze the main activities performed in a warehouse: receiving and shipping, order picking, storage and material handling, inventory management, safety and security operations. We will discuss the development trend in the local warehouse industry in Singapore, as well as other general trends in warehouse management: third party warehousing, reverse logistics and environment concerns, cross docking, quality aspects in warehousing etc.

### **BZ3602 Consumer Behavior**

(Pre-requisite: BZ1003 Marketing)

This module provides an overview of consumer behavior theories, research, and applications. It is designed to develop knowledge and skills that will facilitate an understanding of buyer behavior which can be integrated into the formulation of marketing strategies. This will be accomplished by surveying the social science underpinnings of consumer behavior as well as various types of consumer research which may be valuable for specific marketing decisions. The module thus emphasizes the content and logical application of theories and research in analyzing consumer behavior for solving marketing management problems.

### **BZ3603 Product Management**

(Pre-requisite: BZ1003 Marketing)

This module aimed at developing skills towards the management of new and existing products, where products cover both tangible goods as well as intangible services. Possible topics to be covered include: the changing role of the product manager; product portfolio management; product planning and concept testing; test

marketing and new product introduction; and packaging. Several teaching methods will be used. Apart from lectures, students may be given assigned readings and cases to develop their skills. In addition, students may have the opportunity to apply their skills in group projects.

### **BZ3613 Distribution and Channels Management**

(Pre-requisite: BZ1003 Marketing)

The objective of the module is to provide students with an understanding of the environment, issues and decision-making tools associated with the distribution of goods and services in marketing. Topics include distribution of goods through appropriate use of channels: types of distribution channels and salespeople; organizing and developing the selling and distribution effort; inter-organizational exchange behavior; dimensions of conflict and cooperation among channel members; ways of rationalizing relationships between channel members; development of effective marketing programmes by retailing and wholesaling members; management of marketing channels by manufacturing firms.

This course integrates the basic marketing principles, logistics issues, behavioural concepts, and analytical tools into the decision process underlying distribution through marketing channels. The marketing organisations involved in distribution are identified, and their roles and functions analysed. Product flows through the various kinds of channels and channel members are studied, the nature of channel planning and control is discussed, and characteristic channel problems are analysed. The course adopts a holistic, systems approach in discussing the various issues pertaining to distribution and channels.

### **BZ3614 Basic Marketing Research**

(Pre-requisite: BZ1003 Marketing)

This module deals with the process of identifying and generating information from research as input to marketing decision making.

Topics include cost and value of information, research design, methods of

gathering information, design of measuring instruments and types of marketing research problems. The module also deals with data analysis of both a univariate and multivariate nature. Ethical issues in marketing research are also discussed. In addition to assignments based on readings and case studies, students will be required to develop and implement small research projects to acquire practical experience. Students may also be exposed to the use of statistical packages in analyzing marketing data.