

# School of Business & Management

# SBM

Course List - Semester 1.2021 (whether can be taught online or not)

| No.  | Course Code | Course Name                                | SGS<br>face-to-face<br>teaching | HN<br>face-to-face<br>teaching | Online<br>Teaching |
|--|-------------|--|---------------------------------|--------------------------------|--------------------|
| <b>DEPARTMENT OF ECONOMICS &amp; FINANCE</b>                                   |             |  |                                 |                                |                    |
| <b>ACCOUNTING &amp; LAW_Acting Senior Program Manager: Nguyen Vu Hong Thai</b> |             |  |                                 |                                |                    |
| 1  | ACCT2105    | Accounting in Organisations & Society      | Y                               | Y                              | N                  |
| 2  | ACCT2158    | Financial Accounting and Analysis          | Y                               | Y                              | N                  |
| 3  | ACCT2160    | Cost Analysis and Organisational Decisions | Y                               | Y                              | N                  |
| 4  | ACCT2197    | Performance Analysis and Simulations       | Y                               | Y                              | N                  |
| 5  | LAW2447     | Commercial Law                             | Y                               | Y                              | N                  |
| <b>FINANCE_Senior Program Manager: Nguyen Thanh Binh</b>                       |             |  |                                 |                                |                    |
| 1  | BAFI3182    | Financial Markets                          | Y                               | Y                              | N                  |
| 2  | BAFI3184    | Business Finance                           | Y                               | Y                              | N                  |
| <b>ECONOMICS_Senior Program Manager: Tra Pham</b>                              |             |  |                                 |                                |                    |
| 1  | ECON1192    | Macroeconomics 1                           | Y                               | Y                              | Y                  |
| 2  | ECON1193    | Business Statistics 1                      | Y                               | Y                              | Y                  |
| 3  | ECON1194    | Prices and Markets                         | Y                               | Y                              | Y                  |
| 4  | ECON1267    | Quantitative Analysis                      | Y                               | Y                              | N                  |
| 5  | ECON1268    | Price Theory                               | Y                               | Y                              | N                  |
| 6  | ECON1269    | International Trade                        | Y                               | Y                              | N                  |
| 7  | ECON1318    | Economics for Tourism and Hospitality      | Y                               | Y                              | N                  |
| <b>DEPARTMENT OF MANAGEMENT</b>  |             |  |                                 |                                |                    |
| <b>MANAGEMENT_Senior Program Manager: Burkhard Schrage</b>                     |             |  |                                 |                                |                    |

YES

Y

NO

N

|   |          |   |   |   |   |
|---|----------|---|---|---|---|
| 1   | BUSM2301 | Organisational Analysis                           | Y | Y | N |
| 2   | BUSM2558 | Introduction to Business and Management           | Y | N | N |
| 3   | BUSM3309 | Strategic Management                              | N | Y | N |
| 4   | BUSM4185 | Introduction to Management                        | Y | Y | Y |
| 5   | BUSM4188 | Leadership and Decision Making                    | Y | N | N |
| 6   | BUSM4553 | Creativity, Innovation and Design                 | Y | N | N |
| 7   | BUSM4557 | Contemporary Management: Issues and Challenges    | Y | Y | N |
| 8   | BUSM4561 | Work in Global Society                            | Y | Y | N |
| <b>ENTREPRENEURSHIP_Senior Program Manager: Seng Kok</b>                        |          |   |   |   |   |
| 1   | BUSM3299 | The Entrepreneurial Process                       | Y | Y | N |
| 2   | BUSM4092 | Applied Entrepreneurship                          | Y | N | N |
| 3   | BUSM4186 | Global Entrepreneurship                           | Y | Y | N |
| <b>INTERNATIONAL BUSINESS_Senior Program Manager: John Walsh</b>                |          |   |   |   |   |
| 1   | BUSM3311 | International Business                            | Y | Y | N |
| 2   | BUSM4692 | Managing International Business Responsibly       | Y | Y | N |
| 3   | BUSM4696 | Political Economy of International Business       | Y | N | N |
| 4   | BUSM4699 | Cross Cultural Management                         | Y | Y | N |
| 5   | OMGT2321 | Global Trade Operations                           | Y | N | N |
| <b>TOURISM &amp; HOSPITALITY MANAGEMENT_Senior Program Manager: Lei Tin Ong</b> |          |   |   |   |   |
| 1   | BUSM4566 | Tourism Planning & Resource Management            | Y | N | N |
| 2   | BUSM4568 | Room Division Management                          | Y | Y | N |
| 3   | BUSM4572 | Strategic Management for Tourism & Hospitality    | Y | Y | N |
| 4   | BUSM4573 | Business Communications and Professional Practice | Y | Y | N |
| 5   | FOHO1024 | International Food & Beverage Management          | Y | N | N |
| 6   | BUSM4567 | Eco-Tourism & Sustainable Hospitality Management  | N | Y | N |
| 7   | BUSM4569 | Service Quality Management                        | N | Y | N |
| <b>HUMAN RESOURCE MANAGEMENT_Senior Program Manager: Seng Kok</b>               |          |   |   |   |   |
| 1   | BUSM3310 | Human Resource Management                         | Y | Y | N |
| 2   | BUSM4769 | Employment Relations                              | Y | N | N |
| 3   | BUSM4771 | Managing Performance in Organisations             | Y | Y | N |
| <b>DEPARTMENT OF BUSINESS INNOVATION</b>  |          |   |   |   |   |
| <b>DIGITAL MARKETING_Senior Program Manager: Alrence Halibas</b>                |          |   |   |   |   |

|  |          |  |   |   |   |
|--|----------|--|---|---|---|
| 1  | BUSM4622 | Flagship Internship (Business)               | Y | Y | N |
| 2  | BUSM4670 | Flagship Internship 2 (Business)             | Y | Y | N |
| 3  | MKTG1205 | Marketing Principles                         | Y | Y | Y |
| 4  | MKTG1416 | Digital Marketing Strategy and Planning      | Y | Y | N |
| 5  | MKTG1418 | Marketing Intelligence                       | Y | Y | N |
| 6  | MKTG1419 | Social Media and Mobile Marketing            | N | N | Y |
| 7  | MKTG1420 | Digital Business Development                 | Y | Y | N |
| 8  | MKTG1421 | Consumer Psychology and Behaviour            | Y | Y | N |
| 9  | MKTG1422 | Digital Marketing Communication              | Y | Y | N |
| <b>LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT_Senior Program Manager: Reza Akbari</b> |          |  |   |   |   |
| 1  | ISYS2109 | Business Information Systems                 | Y | Y | Y |
| 2  | OMGT2085 | Intro to Logistics & Supply Chain Mgt        | Y | Y | N |
| 3  | OMGT2197 | Procurement Mgmt and Global Sourcing         | Y | Y | N |
| 4  | OMGT2198 | Supply Chain Management Strategy             | Y | Y | N |
| 5  | OMGT2277 | Supply Chain Analysis and Design             | Y | N | N |
| 6  | OMGT2279 | Transportation and Freight Logistics         | Y | Y | N |
| <b>POST GRADUATE PROGRAMS &amp; COURSES</b>  |          |  |   |   |   |
| <b>MBA &amp; EMBA_Senior Program Manager: Burkhard Schrage</b>                     |          |  |   |   |   |
| 1  | BUSM2412 | Marketing for Managers                       | Y | N | N |
| 2  | BUSM4155 | Financial Analytics for Managerial Decisions | Y | N | N |
| 3  | ECON1556 | Business Data Analytics                      | Y | N | N |
| 4  | BUSM3250 | People and Organisations                     | Y | N | N |
| 5  | BUSM2479 | Digital Entrepreneurship                     | Y | Y | N |
| 6  | INTE2562 | Digital Innovation                           | Y | N | N |
| 7  | BUSM4621 | Postgraduate Business Internship (12cp)      | Y | Y | N |
| 8  | BUSM4535 | Design Thinking for Business                 | N | Y | N |
| 9  | BUSM2411 | Leadership and Management                    | N | Y | N |
| 10   | BUSM4538 | Management of Technology and Innovation      | N | Y | N |
| 11   | BUSM3256 | Strategy                                     | N | Y | N |
| 12   | BUSM2519 | Leading in the Age of Digital Disruption     | N | Y | N |
| 13   | BUSM4142 | Financial Management                         | Y | N | N |
| 14   | BUSM4526 | Managing Business Operation                  | Y | N | N |

| <b>MIB_Senior Program Manager: John Walsh</b>                       |          |   |   |   |   |
|---|----------|---|---|---|---|
| 1   | BUSM4037 | Contemporary Issues in International Management | Y | N | N |
| 2   | BUSM4488 | Managing Across Cultures                        | Y | N | N |
| 3   | BUSM4489 | Sustainable International Business Futures      | Y | N | N |
| 4   | BUSM3244 | Business and Economic Analysis                  | Y | N | N |
| 5   | BUSM2412 | Marketing for Managers                          | Y | N | N |
| <b>Master of Global Trade_Senior Program Manager: Steven Clarke</b> |          |   |   |   |   |
| 1   | BUSM4486 | International Strategy                          | Y | N | N |
| 2   | MKTG1468 | Sales & Cross-cultural Negotiations             | Y | N | N |
| 3   | BUSM4814 | Global Trade                                    | Y | N | N |
| 4   | BUSM4488 | Managing Across Cultures                        | Y | N | N |
| 5   | OMGT2272 | International Logistics                         | Y | N | N |
| 6   | BUSM4816 | Global Market Entry Strategies & Operations     | Y | N | N |
| 7   | BUSM2494 | Global Business Consulting                      | Y | N | N |
| 8   | BUSM4529 | Managing Technology & Innovation Strategy       | Y | N | N |
| 9   | ECON1556 | Business Data Analytics                         | Y | N | N |
| <b>PhD program</b>  |          |   |   |   |   |
| 1   | BUSM4621 | Postgraduate Business Internship                | Y | N | N |
| 2   | BUSM4659 | PhD Research (48cp)                             | Y | N | N |
| 3   | BUSM4660 | PhD Research (36cp)                             | Y | N | N |
| 4   | BUSM4661 | PhD Research (24cp)                             | Y | N | N |
| 5   | BUSM4662 | PhD Research (12cp)                             | Y | N | N |
| 6   | BUSM4663 | PhD Research (48cp)                             | Y | N | N |
| 7   | BUSM4664 | PhD Research (36cp)                             | Y | N | N |
| 8   | BUSM4665 | PhD Research (24cp)                             | Y | N | N |
| 9   | BUSM4666 | PhD Research (12cp)                             | Y | N | N |