

**Department of Accounting**  
**NUS Business School**  
**National University of Singapore**

**ACC 4612E RISK MANAGEMENT TECHNOLOGY**  
**Semester 2, 2014/2015**  
**COURSE OUTLINE**

**Teaching Team**

**Associate Professor Uantchern Loh (BIZLOHU@nus.edu.sg)**

**Pre-requisite (Preferred but not mandatory):**

ACC 3612 RISK MANAGEMENT & CONTROLS

**Aims & Objectives**

This module extends the basic concepts of enterprise risk management by focusing on the use of technology to facilitate the identification of key risk indicators and near misses. Through the use of widely available social media analytics tools and case studies, the module will have a special emphasis on identifying key risk indicators and near misses on social media platforms such as Facebook, Twitter and blogs. The analysis of sentiments on these platforms will be used to illustrate the link of these sentiments to the identification and prediction of key risk indicators and near misses.

Successful candidates will be able to:

1. Build on the basic knowledge of enterprise risk management that they had acquired in ACC3612.
2. Understand the concepts of key risk indicators and near misses.
3. Learn how to identify key risk indicators and near misses through the analysis of sentiments on social media platforms.
4. Learn how to use widely available social media analytics tools.

The current core module ACC3612 covers the basic concepts of enterprise risk management, including key definitions, risk and control standards and also specific risks such as social media risks.

ACC4612E will provide the practical hands-on experience that will extend the core enterprise risk management knowledge previously acquired by the students. This module, with its emphasis on social media sentiment analysis to determine key risk indicators and near misses, is unique and meet the demands of companies who need such skills in today's social networked business world.

**Modes of Teaching and Learning**

The teaching and learning approach would use a mix of case studies, lectures, group discussions, online tools and practical projects.

Learning in this module is achieved through the following components:

1. Lectures/tutorials (One 3-hour session per week).
2. For the lectures, we would cover the major points of the topic for the week. Students should download the lecture handouts from the course website and bring them to the lectures.
3. For the tutorials, students are required to complete substantially the assigned tutorial questions and cases before class, and to contribute to the discussion in class. Students will be called to discuss and present their solutions in class.
4. Readings assigned by the lecturer.
5. Self-practice exercises and assignments.
6. Voluntary consultations with lecturer.

**Class size**

Maximum 25 students

**Syllabus**

1. Introduction to course and risk management fundamentals (Part 1)
2. Risk management fundamentals (Part 2) and introduction to group project requirements
3. Key Risk Indicators
4. Near Misses (Part 1)
5. Interim Project presentation (Part 1)
6. Interim Project presentation (Part 2)
7. Near Misses (Part 2 - Apple)
8. Guest lecture
9. Near Misses (Part 3 - Lexus)
10. Guest lecture
11. Near Misses (Part 4 - JetBlue)
12. Final project presentation (Part 1)
13. Final project presentation (Part 2)

**Assessment**

Lectures/Tutorials (individual assessment):	30%
Group Project	70%
Total for CA:	100%
Total for Final Examinations:	0%
Total Assessment:	100%

**Reading List**

"How to Avoid Catastrophe" by Catherine H. Tinsley, Robin L. Dillon, and Peter M. Madsen, Harvard Business Review April 2011.

"Developing Key Risk Indicators to Strengthen Enterprise Risk Management" by COSO (2011)

"Thinking, Fast and Slow" by Daniel Kahneman; Farrar, Straus and Giroux; Reprint edition (2013)

"The Art of Thinking Clearly" by Rolf Dobelli; Harper; 1st edition (2013)