

**NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing**

**BPM1705 UNDERSTANDING HOW BUSINESSES WORK
(Flipped Classroom)**

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SESSION: SEMESTER I, 2017/18

SCHEDULE: Sat: 19 Aug & 2 Sep 2017
9am - 12pm (Group A) or 1pm - 4pm (Group B)

MODULE DESCRIPTION

This module serves as a primer for students to have a basic understanding of how the modules they will learn in NUS Business School tie in holistically.

Specially designed for first-semester students at the start of their candidature in the Business School, this flipped classroom module introduces the business functions of finance, human resource management, marketing, operations management and strategy. It allows students to have an insight of how these functional areas work together for a business to operate and grow.

Using an engaging series of videos, this primer takes you through a journey from the inception of a start-up to how to run it. Students will gain an appreciation of how businesses create value for customers and society. The lessons also introduce latest concepts and examples that help new business school students get up to speed with what is happening in the world around them.

Students will also have an opportunity to have some hands-on practice at making key business decisions and fun competing in teams in a user-friendly simulation.

At the conclusion of this module, students should be better able to appreciate the various areas of specializations in BBA program and of how businesses operate.

TEACHING FORMAT

This is a flipped classroom module where lectures are delivered through 6 short-segment videos, to allow for students to learn at their own pace and convenience. To help students understand a business' value chain, the module is structured in two parts – it first walks students through key decisions that need to be made in the planning of

a business from its inception; while the later segments focus on decisions needed for running a business. The topics covered and lesson schedule are listed on Pages 3 and 4.

Students will then compete in small groups to apply the learnings in a simulation, which requires them to make key decisions for the planning and running of a business. Instructors are available to guide and to answer any queries for students to make decisions for a trial round in the first Saturday lesson on 19 Aug (Sat). Instructional videos on the mechanics of how to play the game will be made available to the students before this tutorial session.

Following the first tutorial session, students are required to submit decisions for four graded rounds on 22 Aug (Tue), 24 Aug (Thu), 28 Aug (Mon), and 30 Aug (Wed) (please refer to the Lesson Schedule on page 4 for cutoff times).

Students would then distil their learning and present to their classmates during the second lesson on 2 Sep (Sat).

ASSESSMENT METHODS

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|---|------------|
| 1. Group project: performance in simulation | 50% |
| 2. Group presentation | 50% |

1. Group project

Students will work in groups to make four decisions to challenge other teams in the class for the top spot in net profit. There will be five groups per class.

2. Group presentation

In the second tutorial session, each group will present their learning acquired while playing the game. Please refer to the “Student’s Reflections” notes in IVLE for the presentation structure and guidelines.

MODULE CONTENTS

PLANNING FOR A BUSINESS	
Video lesson	Topics
1	<p><u>ACTIVITIES & RESPONSIBILITIES OF BUSINESSES</u> Have you heard that the iPhone is made in China? How can it be? Apple is from the US right? Find out about this and more about how businesses make money and provide value to customers in this opening video of this module. This video provides an overview to the rest in the series.</p>
2	<p><u>STARTING AND FUNDING A BUSINESS</u> Learn about how to form a company and the pros and cons of the various ways to fund it.</p>
3	<p><u>UNDERSTANDING THE BUSINESS ENVIRONMENT</u> Through examples of familiar brands, learn about the environment and latest trends that businesses have to take note of to navigate through to stay competitive.</p>
4	<p><u>WHO DO WE CHOOSE TO SELL TO?</u> In this lesson, you can expect to learn how businesses strategize to decide where they should focus their resources on and how to best serve their customers. The marketing function is explained in this video.</p>
RUNNING A BUSINESS	
Video lesson	Topics
5	<p><u>WHAT NEEDS TO BE DONE IN THE COMPANY?</u> Now that you have learned about the planning and strategizing a business does, what about what needs to take place internally to fulfill those plans? Have you wondered about the process and what needs to take place for manufacturers to produce the products that we buy? In this lesson, we learn about how a company manages its human resources and operations to keep a business running to produce the products that its customers want on time.</p>
6	<p><u>MONITORING BUSINESS PERFORMANCE AND GROWTH</u> As the business is operating, managers need to know how well it is doing. How do we know if our strategies and execution are in the right direction? How do we know if we are getting the best return on our investment? This video explains the differences between accounting and finance functions and how they work hand in hand to facilitate important management decisions. Growth strategies are also introduced here.</p>

LESSON SCHEDULE

DATE	TO DO...
19 Aug (Sat)	Lesson 1, Trial Round Decisions due on <u>20 Aug 12PM (Group A) / 4PM (Group B)</u>
22 Aug (Tue)	Q1 Decisions due <u>before 3PM</u>
24 Aug (Thu)	Q2 Decisions due <u>before 3PM</u>
28 Aug (Mon)	Q3 Decisions due <u>before 3PM</u>
30 Aug (Wed)	Q4 Decisions due <u>before 3PM</u>
2 Sep (Sat)	Lesson 2, Group Presentation