

MASTER OF GLOBAL BUSINESS

CURRICULUM

CORE SUBJECTS				
CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ECO 104	Business and Global Economy	1	1	Nil
MGB QTT 104	Applied Statistics for Decision Making	1	1	Nil
MGB MKT 114	Global Marketing Management	1	1	Nil
MGB OPS 102	Operations Management	1	1	Nil
MGB LSC 114	Supply Chain Management	1	1	Operations Management
MGB QTT 105	Research Methods	1	1	Applied Statistics for Decision Making
MGB ACC 104	Financial Accounting	1	1	Nil
MGB MGT 102	Design Thinking	1	1	Nil
MGB FIN 115	Corporate Finance	2	1	Financial Accounting
MGB COM 102	Business Communication and Negotiation	1	1	Nil
MGB PRO 107	International Business Research 1	1	1	Research Methods
MGB MGT 103	Blue Ocean Strategy	1	1	Global Marketing Management
MGB BUS 204	Global Adaptability 1	1	2	Nil
MGB QTT 206	Data Analytics	1	2	Applied Statistics for Decision Making and Research Methods
MGB ITM 209	Emerging Platforms & Services for Disruption	1	2	Nil
MGB PRO 208	International Business Research 2	1	2	Research Methods
MGB MKT 220	Customer Value Management	1	2	Global Marketing Management
MGB ENT 201	Entrepreneurship for a Disruptive Launch	1	2	Emerging Platforms & Services for Disruption
MGB BUS 305	Global Adaptability 2	1	3	Nil
MGB HRM 304	Teamwork & Leadership	1	3	Nil
MGB HRM 303	International Human Resource Management	1	3	Nil
MGB BUS 304	Business Ethics	1	3	Nil
MGB MGT 305	International Business Strategy	1	3	Business and Global Economy
MGB PRO 309	Industry Project	3	3	IBR 1 and 2
	TOTAL CREDITS	27		

MGB SPECIALISATION UNITS

Note: Student needs to complete a total 9 credits by choosing 7 credits in the area of specialisation and 2 credits from other specialisations (subject to meeting the pre-requisite condition)

GLOBAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB LSC 215	Warehouse Management	1	2	Operations Management and Supply Chain Management
MGB LSC 216	Global Transportation Management	1	2	Operations Management and Supply Chain Management
MGB LSC 218	Technology & Digitisation of Supply Chains	1	2	Operations Management and Supply Chain Management
MGB LSC 219	Logistics Operations	1	2	Operations Management and Supply Chain Management
MGB LSC 220	Lean Manufacturing and Supply Chain	1	2	Operations Management and Supply Chain Management
MGB LSC 321	Demand Management	1	3	Operations Management and Supply Chain Management
MGB LSC 322	Supply Chain Simulation	1	3	Operations Management and Supply Chain Management
	TOTAL CREDITS	7		

GLOBAL FINANCE

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ACC 205	Financial Statement Analysis	1	2	Financial Accounting
MGB FIN 216	Financial System & Markets	1	2	Corporate Finance
MGB FIN 217	Equity Analysis & Portfolio Management	1	2	Corporate Finance
MGB FIN 218	Business Valuation	1	2	Corporate Finance
MGB FIN 220	Financial Risk Management	1	2	Corporate Finance
MGB FIN 323	Wealth Management	1	3	Corporate Finance
MGB FTC 301	FinTech & Technology Innovations	1	3	Nil
	TOTAL CREDITS	7		

GLOBAL MARKETING MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB MKT 215	Research for Customer Insights	1	2	Research Methods and Global Marketing Management
MGB ITM 212	Customer Experience Design for Digital Business **	2	2	Nil
MGB MKT 217	Brand Management & Integrated Marketing Communications	1	2	Global Marketing Management
MGB MKT 218	Digital Marketing **	1	2	Global Marketing Management
MGB MKT 322	Omnichannel Buyer Behaviour	1	3	Global Marketing Management
MGB MKT 320	Sales & Channel Management	1	3	Global Marketing Management, Supply Chain Management, Omnichannel Buyer Behaviour
	TOTAL CREDITS	7		

DIGITAL BUSINESS MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ITM 210	Enterprise Digital Business Applications	1	2	Nil
MGB ITM 212	Customer Experience Design for Digital Business **	2	2	Nil
MGB MKT 218	Digital Marketing **	1	2	Global Marketing Management
MGB ITM 214	E-Business Strategies	1	2	Enterprise Digital Business Applications
MGB ITM 309	Managing Digital Projects	1	3	Enterprise Digital Business Applications
MGB ITM 315	Digital Governance	1	3	Emerging Platforms & Services for Disruption
	TOTAL CREDITS	7		

MGB INTERNSHIP

MGB INT 402	Internship	Pass/Fail	4	Completion of the first three terms of the MGB course work
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Note: **Common Specialisation Units

	TOTAL CORE CREDITS	27		
	TOTAL SPECIALISATION CREDITS	9		Note: Refer to specialisation units details
	TOTAL CREDITS OF THE COURSE	36		
	INTERNSHIP	Pass/Fail		

Please note: This curriculum is applicable from the October 2023 intake onwards