



# National University of Singapore

## Online Programmes



### Background

NUS Online Programmes are designed to give university students the opportunity to study in world-class university, offering courses taught by professional teachers in corresponding fields. The programmes include academic courses, group discussions, online tutorial and final presentation. During the programme, students will experience the characteristics of NUS and enrich their knowledge. After finishing this programme and meeting all requirements, students will be rewarded a certificate of completion, a transcript and a reference letter. Each member of the winning team in the final presentation will be awarded with a commendation letter.



### Programmes

#	Program Topic	Start Date	End Date	Duration
NUO1	<b>Business and Finance</b>	2021.01.23	2021.02.28	6 Weeks
NUO2	<b>Newswriting in Digital Age</b>	2021.01.23	2021.02.28	6 Weeks

\* All courses will be taught in English

\* Each course contains self-paced asynchronous lectures of around 18 academic hours and synchronous tutorials of 5 academic hours.

\* Learning platform:

- LumiNUS (an official NUS e-Learning platform for asynchronous lectures, assessments, discussion board, etc.)
- Zoom (for Welcome Session, synchronous tutorials and Final Presentation)



The National University of Singapore (NUS) is a national research university in Singapore. Founded in 1905 and is the oldest higher education institution in Singapore. It is consistently ranked within the top 100 universities in the world and the top 3 universities in the Asia-Pacific.

- QS World University Ranking 2020: 11 in World, 1 in Asia;
- TIMES World University Ranking 2020: 25 in World;
- U.S. News Best Global Universities Ranking: 34 in World.



## Achievements

After finishing the online program and meeting all requirements, participants will be awarded with a certificate of completion, transcript, and reference letter. Each member of the winning team in the final presentation will be awarded with a commendation letter.

### Letter of Acceptance

Once enrolled in programme, students will receive the Letter of Acceptance from NUS

### Reference Letter

According to students' attendance record and assessment report, professor will issue a reference letter for all students.

### Transcript

Every participant will receive a transcript issued by NUS hosting department, indicating their grades in each module.

### Certificate of Completion

After finishing online programme and meeting all requirements, participants will be awarded a certificate of completion from NUS host department, which recognize participants' effort in this programme;

### Commendation Letter

Based on students' performance on final presentation, professor will issue commendation letter to each member of the winning team.



## Topic 1: Business and Finance



### Course Overview

This course will provide a strong conceptual foundation for finance. Finance theory will be used to solve practical problems faced by financial managers. By the end of this course, participants should be able to:

- Understand the conflicts between shareholders and managers
- Understand the time value of money and calculate present value of future cash flows
- Understand basic valuation of bonds and stocks
- Measure the risk and performance of individual securities and portfolios
- Understand Efficient Market Hypothesis and several anomalies
- Understand basics of behavioral finance
- Understand non-technical fundamentals of FinTech



### Instructor Profile

**Emir Hrnjic, PhD**

**Head of Fintech Training & Senior Research Fellow**

**Asian Institute of Digital Finance**

**National University of Singapore**

Dr. Emir obtained a Ph.D. in Finance from Tulane University in 2005 and has held research & teaching positions at Tulane University, Virginia Tech University, and National University of Singapore. He also served as CEO of CIBFM (a training arm of Monetary Authority of Brunei Darussalam). His case studies are widely used at the top universities such as Harvard, Stanford, and Yale, while his commentaries are sought by major media outlets such as BBC, Bloomberg, and CNA. Dr. Emir is an expert in litigation consulting, hedge fund consulting, and FinTech consulting.



### Programme Content

#	Programme Content
Course #1	<b>Welcome Session &amp; Programme Overview</b>
	<b>Strategic Management</b> <ul style="list-style-type: none"> <li>♦ Corporation</li> <li>♦ Agency issues</li> </ul>
Course #2	<b>Investment Strategy</b>
	♦ Risk and return
	♦ Cost of Capital
	♦ Portfolio theory
	♦ CAPM

<b>Course #3</b>	<b>Behavioral Finance</b> <ul style="list-style-type: none"> <li>♦ Efficient market hypothesis</li> <li>♦ Market anomalies</li> <li>♦ Selected behavioral biases</li> </ul>
<b>Course #4</b>	<b>Corporate Finance</b> <ul style="list-style-type: none"> <li>♦ Capital budgeting</li> <li>♦ Sensitivity analysis</li> <li>♦ Break-even analysis</li> </ul>
<b>Course #5</b>	<b>Fintech</b> <ul style="list-style-type: none"> <li>♦ Bitcoin</li> <li>♦ Libra</li> <li>♦ Central Bank Digital Currency</li> <li>♦ Blockchain based methods of capital raising</li> </ul>
<b>Final Presentation</b>	<b>Group Presentation</b> <b>Closing Ceremony</b>

- Courses listed above are pre-recorded, students could finish each module during a requested duration.
- Besides the pre-recorded courses, instructor will arrange extra synchronous tutorials on weekdays.
- Synchronous Welcome Session and Final Presentation will be arranged at Weekends.

## Evaluation Criteria

### Assignment Requirement and Evaluation Criteria

Class participation (individual): 20%

Final Presentation (group): 30%

Test (individual): 50%



## Topic 2: Newswriting in the Digital Age Programme



### Course Overview

This course offers a comprehensive overview of journalism studies and practice in today's changing media landscape, offering to students a historical perspective on the development of journalism theories, a comparative view of how journalism varies in Asia and the West, hands-on workshops to master writing for print, broadcast and online media, and a look into the future of journalism in the digital age, where automated technologies and artificial intelligence work alongside human journalists in newsrooms. At the end of the programme, students can expect to:

- Assess developments in the field of journalism through different theoretical lenses
- Gain new perspectives on journalistic standards and practices in Asia and the West
- Learn writing skills necessary to work in print, broadcast and online newsrooms
- Understand the workings of and skillsets needed to become a journalist in the digital age



### Instructor Profile

**Dr. Wu Shangyuan**

**Department of Communications and New Media**

**Faculty of Arts and Social Sciences**

**National University of Singapore**

Dr. Wu Shangyuan is a lecturer at the Department of Communications and New Media at the National University of Singapore, where she teaches media writing and communication management. She graduated with a PhD in Communication from Simon Fraser University in Canada, where she also taught and researched media and communication for ten years at the university and college levels.

Dr. Wu's research areas of interest are journalism in the digital age, with a focus on automated, data and online journalism, as well as global journalism studies, the political economy of communication, comparative media analysis, and development studies. She has published in the peer-reviewed journals of Journalism, Journalism Studies, Information, Communication and Society, Journalism Practice, Digital Journalism, and Global Media and Communication, among others. Dr. Wu has a background in journalism, having worked previously as a senior broadcast journalist and presenter at Mediacorp Radio in Singapore, covering the areas of politics, defense and education.



### Programme Content

#	Programme Content
Course #1	<b>Welcome Session &amp; Programme Overview</b> <b>Theories of the press: History and development of journalism studies</b>
Course #2	<b>Western and Asian journalism: A comparative perspective</b>

---

**Course #3 Writing for print journalism**

---

**Course #4 Writing for broadcast journalism**

---

**Course #5 Writing for the Internet**

---

**Final Presentation Journalism in the digital age: Artificial intelligence and automation in newsrooms**

---

- **Courses listed above are pre-recorded, students could finish each module during a requested duration.**
- **Besides the pre-recorded courses, instructor will arrange extra synchronous tutorials on weekdays.**
- **Synchronous Welcome Session and Final Presentation will be arranged at Weekends.**

## **Evaluation Criteria**

---

### **Assignment & Project Timeline**

Week 1- 5: Students can prepare their tutorial exercises at home, fine-tune them during tutorial, and submit them digitally at the end of every class.

Week 6: Students to submit their multimedia feature stories by the start of tutorial; each student is then given 3 minutes in tutorial to share with the class the story they created and why they felt their stories were newsworthy.

### **Assignment Requirement and Evaluation Criteria**

Continuous Assessment: 50% (Each tutorial exercise is worth 10%; total of 5 tutorial exercises.)

Final Assessment: 50% (Multimedia feature story)