AT A GLANCE

GROSS MONTHLY SALARY FOR GRADUATE YEAR 2017 (MEAN)

OVERALL EMPLOYMENT FOR GRADUATE YEAR 2017 (WITHIN 6 MONTHS AFTER GRADUATION)

$4,388 BBA (HONOURS) 98.2%
$4,031 BBA (3-YEAR PROGRAMME) 94.9%
$3,744 BBA (ACCOUNTANCY) (HONOURS) 100.0%
$3,473 BBA (ACCOUNTANCY) (3-YEAR PROGRAMME) 97.2%

A-LEVEL:
- ABB/B: 3.71
- AAB/C: 3.73

POLYTECHNIC GPA: 3.71

2018/2019 FRESHMAN COHORT SIZE
- BBA: 730
- BBA (ACCOUNTANCY): 259

TOTAL BBA / BBA (ACCOUNTANCY) STUDENTS 2,900

54 YEARS OF GROWING BUSINESS LEADERS

OVER 35,000 STRONG ALUMNI NETWORK

All information is accurate at the time of printing (27 February 2019)
A HIGHLY-RANKED BUSINESS SCHOOL
THAT PROVIDES EACH STUDENT THE BEST PREPARATION PLATFORM
AND SPRINGBOARD TO A PROMISING CAREER.

NUS BUSINESS SCHOOL
YOUR PLACE OF CHOICE.

INDEPENDENCE

GLOBAL

CORPORATE

POLICY

LOCAL

HEAD

CODING

STARTUP

MARKETING

OPERATIONS

ENTREPRENEURSHIP

A HIGHLY-RANKED BUSINESS SCHOOL
THAT PROVIDES EACH STUDENT THE BEST PREPARATION PLATFORM
AND SPRINGBOARD TO A PROMISING CAREER.
Why did you decide to pursue the NUS MBA at the Singapore Management University? Because you are already working, you are not ready to pursue another degree. But attending an MBA can help you to develop your skills and knowledge, which is essential for business success. The NUS MBA program is designed to provide a comprehensive understanding of business principles and management strategies, which will enable you to make informed decisions and lead your organization effectively.

Why did you choose to pursue your Masters degree with NUS? The NUS MBA program offered everything I was looking for. It provided me with the necessary skills and knowledge to advance my career, and the program's curriculum was well-structured and comprehensive. Furthermore, the program was flexible, allowing me to balance my work and studies. The NUS MBA department also provided excellent support and resources, which contributed to my success in the program.

During my time at the NUS MBA program, I was able to build a strong foundation in finance and business strategy. I was also exposed to a wide range of courses, which allowed me to explore different areas of interest and develop new skills. The program also provided opportunities for networking and collaboration, which helped me to build a strong professional network.

What was the most important thing you learned at NUS MBA? The most important thing I learned at NUS MBA is that to be successful in business, you need to have a strong understanding of the financial markets, as well as the ability to analyze and interpret financial data. I also learned the importance of strategic thinking and decision-making, as well as the role of leadership in business success. Additionally, I gained a deep understanding of the role of technology in business, and how it can be used to drive innovation and growth.
Rapidly changing work landscapes and uncertain economic trends are pushing organisations to seek new sets of competencies from fresh hires. Graduates will work in volatile environments characterised by greater ambiguity in career, industry and national boundaries, and a greater use of ICT, data analytics and other emerging technologies. A growing number will also launch or work in start-ups.

NUS Business School recognises the need to empower our students to be A.G.I.L.E. for a Volatile, Uncertain, Complex and Ambiguous (VUCA) world. With the enhanced holistic programme, our students are groomed to possess multiple skill sets in several disciplines and the know-how to problem-solve new business challenges, producing quality leaders who thrive in a volatile, dynamic marketplace.

The refreshed BBA curriculum promises the most customisability, with options to pursue multiple specialisations and cross-disciplinary studies. Students will graduate skilled in varied professional fields.
CURRICULUM ROADMAP

Embark with us on an A.G.I.L.E. journey with multiple opportunities to acquire both in-depth business and cross-disciplinary expertise.

START!

ACADEMIC INTEGRATION MODULES

A rigorous and broad-based, in-depth business management programme that seeks to sharpen and develop the business leader in each of our students.

STREAMLINED CORE MODULES

A unique and broad-based, in-depth business management programme that seeks to sharpen and develop the business leader in each of our students, designed to enhance knowledge and skills in business functions.

MICROSOFT EXCEL SKILLS FOR BUSINESS

Start off your journey with online-based multimedia modules in Calculus and Statistics, and Microsoft Excel skills for business. From the 2020 curriculum, these modules provide additional support to help students prepare for a smooth transition to university education.

CALCULUS AND STATISTICS

Moving on, build yourself a strong business foundation with the new curriculum’s streamlined compulsory core modules.

STREAMLINED COMPULSORY CORE MODULES

Importantly, this refreshed structure creates the flexibility and autonomy to pursue one or more specialisations later during your candidature.

LEADERSHIP CORE

Leadership and Decision Making under Uncertainty

Business Communications for Leaders

Strategic Management

ANALYTICAL CORE

Decision Analytics Using Spreadsheets

Programming for Business Analytics

Managerial Economics

Global Economy

FUNCTIONAL CORE

Accounting for Decision Makers

Finance

Organisational Behaviour

Legal Environment of Business

Principles of Marketing

Operations and Technology Management

FOR BBA (ACC) STUDENTS...

Develop multiple areas of expertise and be equipped for the fast-changing economy with us! The new curriculum now boasts 7 specialisations to choose from, each with an intensity and rigour that hones the AGILE business leader in you.

Students are also encouraged to pursue beyond one compulsory specialisation or read a second major or minor from outside of the School.

BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTANCY)

A rigorous and versatile accountancy programme, complemented with a strong business management foundation that grooms our students for the profession.

For more details on curricula and specialisations, please refer to the respective pages of the NUS Business School website.

CHOOSE FROM 7 SPECIALISATIONS FOR BBA STUDENTS...

SPECIALISATIONS

Business Analytics

Business Economics

Innovation & Entrepreneurship

Finance

Marketing

Leadership & Human Capital Management

Operations & Supply Chain Management

ACCOUNTANCY

Managerial Accounting

Corporate Accounting and Reporting I

Corporate Accounting and Reporting II

Accounting Information Systems

Assurance and Attestation

Corporate and Securities Law

Advanced Corporate Accounting and Reporting

Auditing

Corporate Governance and Risk Management

Integrated Perspectives in Accounting and Business

CHOOSE FROM HONOURS BY RESEARCH OR COURSEWORK

DIRECT HONOURS

All students are automatically accepted into the Honours Programme. Complete your degree journey with either an Honours by Research or Coursework depending on your academic inclinations and aspirations.

RESEARCH OPTION:

Dissertation in area of specialisation

2 advanced Independent Study Modules, or Field Service Project

COURSEWORK OPTION:

3 BIZ modules in area of specialisation

Field Service Project
With the introduction of a streamlined core, students will now have the bandwidth to pursue more options of cross-disciplinary studies within the standard candidature. Some possible combinations include:

Year 3 students have the option to read these intensive one-week experiential modules which provide hands-on learning, driven by the undertaking of actual entrepreneurial or social projects.

Entrepreneurial Boot Camp
- Experience the detailed tasks involved in launching an entrepreneurial venture
- Gain a cross-disciplinary perspective of entrepreneurship
- Gain direct experience conceptualising an entrepreneurial venture

Developing Impactful Social Sector Solutions
- Understand how management principles can be applied to social projects
- Gain awareness of ethical and social causes in society
- Gain direct experience working on a social project
Highly motivated students with an interest in two complementing disciplines may consider the Double Degree Programme (DDP). BBA students may choose from the following options:

- Law
- Engineering
- Communications & New Media
- Economics
- Computer Science
- Information Systems
- Others*

The Concurrent Degree Programme (CDP) is similar to the Double Degree Programme in duration. However, in a DDP, the student is awarded two Bachelor degrees upon graduation, but for a CDP, the student is awarded a Bachelor and a Masters degree upon completion. A student may choose from the following options:

- Master in Public Policy (with Lee Kuan Yew School of Public Policy)
- Master of Science in Management
- Dual Master of Science in Management & CEMS Master’s in International Management

* Students may apply to pursue self-initiated DDP combinations after the first year of study. BBA (ACC) students may also pursue the above options through the ad hoc arrangement.

The Grade-free Scheme seeks to allow students to transit into university life academically and socially so as to reduce students’ anxiety towards grades. As students will have the option not to factor their grades for that semester into their Cumulative Average Point (CAP), the grade-free scheme will allow students to achieve a more holistic education experience that transcends academic results.

Regardless of the choice of major, there is a broad range of knowledge, abilities, predispositions and attitudes that NUS expects of a university graduate, collectively serving as the hallmark of higher education. General Education (GE) connects disciplinary knowledge and perspectives with the skills needed for lifelong learning beyond the university.

With the exception of students from the University Scholars Programme and the University Town College Programme, undergraduates will be required to read one GE Module from each of the five pillars (total: 20 Modular Credits/MCs).

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Note: Each Module is worth 4 Modular Credits (MCs) unless indicated otherwise.
Offered by the University Scholars Programme, Tembusu College, College of Alice and Peter Tan, Residential College 4, and Ridge View Residential College, the NUS Residential Programme is an integrated living and multidisciplinary learning programme which equips students with a holistic understanding of complex issues, fosters an appreciation of differences and diversity, and hones effective communication skills.

Also, the University Scholars Programme (USP) is an undergraduate academic programme that focuses on strengthening core academic and professional skills – writing and critical thinking, analytical and quantitative reasoning, the ability to ask the right questions and pursue research, and the habit of reflecting upon ideas within a broad intellectual landscape.

As a required component in the refreshed curriculum, students will be able to meaningfully expand their horizons, and graduate as globally-minded, culturally aware individuals, able to manoeuvre in highly diverse work environments.
Students spend a semester reading courses at an overseas partner university, and in so doing, gain invaluable experience abroad through a culturally-different environment and broaden your outlook and approach to doing business.

The STEER programme is designed to build and cultivate familiarity and interests in burgeoning economies in India, the Middle East, Vietnam, China and Brazil.

A prestigious entrepreneurship development programme that gives NUS students opportunities to work and study in leading entrepreneurial and academic hubs for up to a year.
On the international competitive stage, our Bizad students shine proudly amongst the best in international case competitions. Our track record speaks very much for itself.

NUS Business School hosts our very own competitions on a local and international scale. These competitions engage students from local and overseas universities and are excellent focal points for students to congregate, exchange and share inspiring ideas across borders. Across the years, our competitions include the NUS-Shell Case Competition, UOB-NUS International Case Competition, NUS-SP Group Case Competition and the Nestle-NUS Innovation Challenge.

### GROWING FROM STRENGTH TO STRENGTH

### HOME-GROWN COMPETITIONS

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<th>CHAMPIONS</th>
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2010 to 2019

2009
By its nature, the NUS Business degree gives students time and flexibility to pursue other interests, academic or otherwise. With the new curriculum structure - fewer core modules and more specialisation choices - NUS Business School encourages you to either explore across disciplines, or to go more deeply into one.

Moh Su Jin
Year 4 Double Degree in Business (specialisation in Finance) and Science (Major in Mathematics), University Scholars Programme

Why did you decide to pursue a Double Degree Programme and also the University Scholars Programme?

I was one lost sheep when I had to decide on my university course! There were all sorts of choices, and it held no clue what I wanted to do. Looking for a broad-based, multidisciplinary programme and the possibility of customising my path in the future, I eventually chose to do the NUS Bachelor of Business Administration (BBA) with the University Scholars Programme (USP). Being able to stay on campus in USP’s Cinnamon College was a great pull too!

Later, I also took on a self-initiated double degree, to pursue an interest in Mathematics. This decision granted me the best of multiple worlds. I’ve also taken French modules grade-free and modules from the School of Computing.

What are your plans after graduation?

I believe my double degree programme and finance specialisation will place me in a good position to head in that direction when the time comes. It has also helped me develop varied skills and taught me time management, showing that it’s possible to meet multiple deadlines and be an active member of a sports Co-Curricular Activity, and still find time for a life outside of academics.

How has the NUS Business School facilitated your pursuit of these academic interests?

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Do you have any advice for your juniors? What is the best advice you’ve received?

University offers far more options than we used to have. One of the best pieces of advice I received was a variation of a quote by Steve Jobs: “Of course it was impossible to connect the dots looking forward…but it was very, very clear looking backwards 10 years later.” Work hard, but also play hard. Don’t be afraid to forge your own unique path and trust that things will work out in the future.

Join the NUS Students’ Business Club, the premier student organisational body and ideal platform for honing and developing lifelong skills and friendships. Expect regular events organised by this close-knit community of past and present BBA students that promotes creativity, initiative, entrepreneurship and of course, fosters camaraderie.

In addition, NUS also boasts more than 100 activity clubs and interest groups for students to participate in, providing a highly enriching university experience.

Besides overseas experiences, students can look forward to a vibrant campus life filled with multidisciplinary programmes. This myriad of opportunities and connection to diverse communities provides the best network of lifelong friendships that see students through their life and career journeys.

HALLS & RESIDENCES
Full-time undergraduates have the option of staying at any of our seven Halls of Residences and one student residence:

- Eusoff Hall
- Kent Ridge Hall
- King Edward VII Hall
- Kuok Foundation House
- Prince George’s
- Park House & Residences
- Raffles Hall
- Sheares Hall
- Temasek Hall
- Tembusu College
- College of Alice and Peter Tan (CAPT)

RESIDENTIAL PROGRAMMES
Be a BBA/BBA(ACC) student and also part of:

- University Scholars’ Programme (USP)
- Tembusu College
- College of Alice and Peter Tan (CAPT)
- Ridge View Residential College
- Residential College 4
- Multidisciplinary Programme
- Explore across Disciplines
- Small Classes, Out-of-Classroom Learning
- Fulfil University Level Requirements with Modules unique to each programme

Multidisciplinary Programme

- Explore across Disciplines
- Small Classes, Out-of-Classroom Learning
- Fulfil University Level Requirements with Modules unique to each programme

Integrated Residential Component

- Vibrant Communities

VIBRANT CAMPUS LIFE
http://www.nusbizadclub.com
nusbizadclub
nus.edu.sg/osa/sos
NUSStudentOrganisations

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CAMPUS LIVING

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Besides overseas experiences, students can look forward to a vibrant campus life filled with multidisciplinary programmes. This myriad of opportunities and connection to diverse communities provides the best network of lifelong friendships that see students through their life and career journeys.
Students will complete a comprehensive Career Creation Programme, and coupled with other industry-focused experiences, emerge market-ready, and highly sought-after by recruiters.

Internships are a crucial part of university education. Students are encouraged to embark on internships from their second year onwards, with most taking up at least 2 internships during their time at NUS. At NUS Business School, credit-bearing internships have been introduced to encourage students to gain real world industry experience, while obtaining modular credits (MCs) in the process.

Credit-bearing Internships:
- 8-week internship: 4 modular credits
- 16-week internship: 8 modular credits

Grades do not count towards CAP score, only for credit fulfilment.

NUS Business School students are highly sought after by global and local companies. The Career Services team works closely with students to help them achieve their career objectives, while actively engaging and fostering close partnerships with recruiters across the major industries to bring meaningful opportunities to our students.

To better prepare students for their future careers, the CCP supports students to develop their relevant skillsets and helps them to achieve their career goals.

- Strategic Career Planning
- Personal Branding
- Networking Techniques
- Resume & Cover Letter Writing
- Interview Skills
- Group Resume & Mock Interview Clinics

NUS Business School

INDUSTRY RELEVANCE

CAREER CREATION PROGRAMME (CCP)

CREDIT-BEARING INTERNSHIPS

BUSINESS SCHOOL CAREER SERVICES
OPPORTUNITIES

Accountant, Risk Advisory, Tax Advisory
Accountant, Auditor, Forensic
Baker Tilly FTW
Bain & Company
Auditor-General’s Office
Ascendas-Singbridge Group
Aon plc
adidas
Abbott Laboratories Pte Ltd
A.T. Kearney
3M
GRADUATES GO self-source opportunities.
DHL
Dentsu Aegis Network
Deloitte & Touche
Credit Suisse
Citibank
Changi Airport Group
Cargill
Cameron
Bang & Olufsen

CONSULTING
FINANCE & BANKING
L’Orèal
KPMG
Johnson & Johnson
Infineon
HSBC
Honestbee
Grab
Goldman Sachs
GlaxoSmithKline
General Electric
Far East Organisation
Facebook
ExxonMobil
Expedia
Agency (GovTech)
Operations Associate
& Team Coordinator, Regional
Associate, Onboarding
Enterprise Sales Account, Management
Associate, Talent Acquisition
Optimisation Analyst
Management, Marketing Executive,
Accounts Executive, Conference
Executive, Sales and Marketing
Marketing and Communications
Executive, Digital Marketing Executive,
Advertising, Brand Manager, Content
Marketing, and public relations
Manager, Business Development,
Business Development, inventory
Management, Business Development,
Marketing, and public relations
Manager, Strategic Planning and
Business Development
Marketing, Marketing, and public relations
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Manager, Talent Acquisition
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LEADERSHIP & LIFELONG LEARNING

To foster leadership qualities in the fast-changing corporate world, students will be immersed in a wide range of robust learning opportunities to develop the leader in each of them. The School also seeks to make lifelong learners out of every student, armed with knowledge acquisition skills and a hunger to continually grow.

The BIZAD Leadership Development Programme (BLDP) is an initiative that seeks to provide business students additional development opportunities to realise their leadership potential and become a more holistic and outstanding leader. Selected students enrolled in this programme will undertake BIZAD leadership modules unique to the programme.

NURTURING AGILE LEADERS WITH MARKETPLACE IMPACT AND DRIVE FOR LIFELONG LEARNING

BIZAD LEADERSHIP DEVELOPMENT PROGRAMME (BLDP)

Leadership & Decision Making under Uncertainty
Leading in the 21st Century
Leading Across Borders
Leading Business with Social Conscience

SPECIALISATION IN LEADERSHIP & HUMAN CAPITAL MANAGEMENT

NUS LIFELONG LEARNING

NUS Alumni can now study up to 2 modules over a 3-year period from 1 August 2017 to 31 July 2020. Administered by the School of Continuing and Lifelong Education (SCALE), NUS Alumni will be able to choose from a range of modules to enhance knowledge and further develop skills. Alumni may also enjoy special discounts on certain NUS Masters programmes.

bba.nus.edu/academic-programmes/
bba-bizad-leadership-development-programme

scale.nus.edu.sg
Why NUS?

After graduating from Ngee Ann Polytechnic (Diploma in Business Studies), I applied to SMU, NTU and NUS but chose to study at NUS because I was given the Global Merit Scholarship and was also attracted to the NUS Overseas Colleges (NOC) programme that is only offered by NUS. The idea of having the opportunity to gain exposure in Silicon Valley is one of the major draws for me.

I never regretted coming to NUS in fact, NUS has the ecosystem and support that is necessary to develop individuals. It has a robust and well-established infrastructure as well as extensive learning programmes for students, including aspiring entrepreneurs like myself. There are so many opportunities out there, and it is really up to you to decide which programmes you would want to pursue.

Why did you decide to pursue the dream of becoming an entrepreneur?

I have a passion for technology. Prior to NOC, I wanted to set up cafes, and was interested in being a high tech fish farmer at one point. But the NOC programme opened my eyes and expanded my love for technology further. It was through my stint at NOC Silicon Valley that I found out what technology can do to make an impact e.g. Facebook, Dropbox. So in May 2012, I co-founded Carousell with my current co-founders Lucas Ngoo and Marcus Tan. After spending a year at NOC Silicon Valley (Stanford University), it seemed like the right time to achieve my dream of becoming an entrepreneur. I wanted to start my own business, and the programme equipped me with the practical skills to run my business effectively as well as the theoretical knowledge from the classroom.

How did NUS and the Business School support you in fulfilling your dream?

NUS gave me the support system I needed to pursue my passion and channel all my energy to solve problems and challenges that came along the way. In my experience in Silicon Valley, there is no one to judge you and the culture is such that it inspires people to take risks and there is no concept of failure; inspiring me to just do what I am most passionate about.

I also benefitted from the supportive mentorship from the Business School. I did well for my GCE O levels but instead of going to a good Junior College, I decided to take up Business Studies at Ngee Ann Polytechnic instead. One of the reasons was because I enjoy challenges and coming up with new ideas. I found when we had the innovation grant ($7,000) from NUS Enterprise last right after my exams, I wanted to focus on my dream to become an entrepreneur. I talked to my faculty’s Vice-Dean about dropping my honours programme, which is not something that most students would do. I was quite amazed that Prof Hum Sin Hoon was very encouraging and supportive of the idea and did not really dissuade me of my decision.

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ENTREPRENEURIAL

Fully embracing the entrepreneurial culture amongst the younger generation, the new curriculum is designed both to bring out the entrepreneurial spirit in students, and facilitate the generation of new business ideas.

ENTREPRENEURIAL

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JOIN US!

Are you highly motivated, passionate for the world of business and constantly looking to stretch your limits and abilities? We welcome you to apply!

ADMISSIONS
Prospective students applying with international or other qualifications may refer to please refer to the following link.

For more information on tuition fees, please refer to the following link.

TUITION FEES
For more information on tuition fees, please refer to the following link.

ADMISSIONS
We are seeking highly motivated and driven individuals to join us at the NUS Business School. If you possess these characteristics, join us now!

http://www.nus.edu.sg/oam/apply-to-nus

http://www.nus.edu.sg/registrar/edu/UG/fees.html

SCHOLARSHIPS & AWARDS
To ensure that no deserving student is denied higher education due to financial need, financial aid is offered to eligible students. This can take the form of a combination of loans, bursaries and work-study assistance.

SCHOLARSHIPS & AWARDS
Apart from numerous NUS-level scholarships, the NUS Business School also offers many of its own scholarships to local and international students.

http://bba.nus.edu/financial-aid-scholarships/scholarships

http://bba.nus.edu/financial-aid-scholarships/bursaries

* Hosted by third party organisations

Representative Grade Profile (GPA out of 4.0)

Offered Places for Programmes at NUS Business School in Academic Year 2018/2019

Offered Places for Programmes at NUS Business School in Academic Year 2018/2019

For further information.

Join us now!
At NUS Business School School, students take a transformative journey, and make and A.G.I.L.E leap forward through the Academically rigorous and flexible curriculum, diversity of Global and experiential opportunities, Industry-relevant infrastructure, varied options for Leadership development and highly Entrepreneurial environment. Through the full BBA experience, they forge ahead with confidence and future-readiness, prepared to make the most of an increasingly dynamic and unpredictable world.

#BeAGILE

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