BACHELOR OF BUSINESS ADMINISTRATION

BUSINESS AND ACCOUNTANCY

BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTANCY)

NUS BUSINESS SCHOOL, A WORLD OF DIVERSITY
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All information is accurate at the time of printing (20 February 2020)
A HIGHLY-RANKED BUSINESS SCHOOL THAT PROVIDES EACH STUDENT THE BEST PREPARATION AND SPRINGBOARD TO A PROMISING CAREER.
There is little value in trying to chase something that you know you have no interest in. […] encourage my juniors to discover each option for themselves, and choose the path that best fits them, not try to discover each option for themselves, and choose the path that best fits them, not try to discover each option for themselves, and choose the path that best fits them. I encourage my juniors to discover each option for themselves, and choose the path that best fits them, not try to discover each option for themselves, and choose the path that best fits them. I encourage my juniors to discover each option for themselves, and choose the path that best fits them, not try to discover each option for themselves, and choose the path that best fits them. I encourage my juniors to discover each option for themselves, and choose the path that best fits them.
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 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.

ACADEMIC

GLOBAL AND EXPERIENTIAL

INDUSTRY RELEVANT

LEADERSHIP & LIFELONG LEARNING

ENTREPRENEURIAL EXPERIENCE

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.
Moving on, build yourself a strong business foundation with the new curriculum’s 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...
Students are also allowed to read any of the above BBA specialisations or read a second major or minor from outside of the School.

ACCOUNTANCY MODULES
FOR BBA (ACC) STUDENTS...
Chose from 7 specialisations
- Advanced Corporate Accounting and Reporting
- Corporate Governance and Risk Management
- Integrated Perspectives in Accounting and Business
- Taxation
- Assurance and Attestation
- Corporate and Securities Law
- Operations and Technology Management

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DIRECT HONOURS
All students are now 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:

### 3RD YEAR CAPSTONE MODULES

- **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

### DUAL TRACK HONOURS PROGRAMME

- **Coursework track:**
  - Individual dissertation in area of specialisation + Field Service Project

- **Research track:**
  - Individual dissertation in area of specialisation + 2 advanced Independent Study Modules, or Field Service 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:

- Business Analytics
- Law
- Engineering
- Communications & New Media
- Economics
- Computer Science
- Information Systems
- Others*  
- Exchange Plus Programme

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
- Master in Public Policy
- Master of Science in Management
- Dual Master of Science in Management & CEMS Master’s in International Management

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.

* 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.

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.

A required component in the refreshed curriculum, students will be able to meaningfully expand their horizons, and graduate as global-minded, culturally aware individuals, able to manoeuvre in highly diverse work environments.
GLOBAL IMMERSION

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.

STUDENT EXCHANGE PROGRAMME (SEP)

http://www.nus.edu.sg/glo/sep/shp

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.

NUS OVERSEAS COLLEGES

bba.nus.edu/noc

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

**HOME-GROWN COMPETITIONS**

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.
HALLS & RESIDENCES

Full-time undergraduates have the option of staying at any of our seven Halls of Residence and one student residence:

- Eusoff Hall
- Kent Ridge Hall
- King Edward VII Hall
- Kuok Foundation House

RESIDENTIAL PROGRAMMES

Be a BBA/BAACC 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

Integrated Residential Component
- Vibrant Communities

Besides overseas experiences, students can look forward to a vibrant campus life filled with multi-disciplinary 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.

RESIDENTIAL PROGRAMMES

- Prince George’s Park House & Residences
- Raffles Hall
- Shawns Hall
- Temasek Hall

BIZAD CLUB

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, 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.

Why did you decide to pursue a Double Degree Programme and also the University Scholar’s Programme?

I was one lost sheep when I had to decide on my university course! There were all sorts of choices, and I had 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?

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.

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.

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CAREER PREPARATION

Internships are 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.

CREDIT-BEARING INTERNSHIPS

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

BUSINESS SCHOOL CAREER SERVICES

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.

Students will complete a comprehensive Career Creation Programme, and coupled with other industry-focused experiences, to emerge market-ready, and highly sought-after by recruiters.

CAREER CREATION PROGRAMME (CCP)
WHAT OUR GRADUATES DO

ACCOUNTANCY
Accountant, Auditor, Forensic Accountant, Risk Advisor, Tax Advisory

FINANCE & BANKING

HUMAN CAPITAL MANAGEMENT
Regional Talent Sourcing, Management Associate, Talent Acquisition

LOGISTICS, MANUFACTURING & SUPPLY CHAIN
Operations Associate, Accounting Coordinator, Business Development, Inventory Management, Market Intelligence

CONSULTING

TECHNOLOGY
Business Operations & Strategy, Product Manager, Business Operations, Data and Analytics Programme, Project Manager, Executive Assistant, Purchasing Analyst, Project Executive, Purchasing Analyst, R&D Engineer

OTHER SECTORS
Civil and Public Service, Healthcare, Maritime, Aviation, Firefighting, Telecommunications

EVENTS & HOSPITALITY
Accounts Executive, Conference Coordinator, Event Marketing, Executive, Optimisation Analyst

WHAT HAVE YOU EVER WANTED TO BE?

Robert Bosch

KPMG

Deloitte

IBER

ECBC

Risk Management

SocGen

DHL

DBS Bank

Credit Suisse

Citibank

Cardinal Health

Capitaland

BlackRock

BNP Paribas

BBVA

BlackRock

BNP Paribas

Black Rock

BNP Paribas

BlackRock

BNP Paribas

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BNP Paribas

BlackRock

BNP Paribas

BlackRock

BNP Paribas

BlackRock

 BN

Deloitte & Touche

Ogilvy

Dentsu

Aegis Network

MediaCom

Noblev

NOC Overseas College (NOC) South East Asia

The summer programme was instrumental in your personal development as an entrepreneur.

My professors at NUS Business School have played a crucial part in my learning.

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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.

NURTURING AGILE LEADERS WITH MARKETPLACE IMPACT AND DRIVE FOR LIFELONG LEARNING

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.

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.

BIZAD LEADERSHIP DEVELOPMENT PROGRAMME (BLDP)

SPECIALISATION IN LEADERSHIP & HUMAN CAPITAL MANAGEMENT

MODULES ON LEADERSHIP

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

NUS LIFELONG LEARNING

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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.

Quick Siu Rui
Co-Founder of Carousell
BBA Class of 2012

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, which is only offered by NUS. The idea of having the opportunity to gain exposure in Silicon Valley, 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 Ngo and Marcus Tan. After spending a year at NOC Silicon Valley (Stanford University), it spurred me on further to achieve my dream of becoming an entrepreneur. I wanted to start my own business, and the programme equipped me with both the practical skills to run my business effectively as well as the theoretical knowledge from the classroom.

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 in Ngee Ann Polytechnic instead. One of the reasons was because I enjoy challenges and coming up with ideas that work. When we had the idea for Carousell, 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 Ngo and Marcus Tan. After spending a year at NOC Silicon Valley (Stanford University), it spurred me on further to achieve my dream of becoming an entrepreneur. I wanted to start my own business, and the programme equipped me with both 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 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.

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

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SCHOLARSHIPS & AWARDS

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

Bursaries

- Alistair & Peter Tan Bursary
- Alm Markus Bursary
- Anthony Neo Bursary
- AIESEC Bursary
- AutoWealth Bursary
- Bengawan Solo Bursary
- Chua An Lлу Memorial Bursary
- Chee Ghe Heng Bursary
- D. Sankaraguruswamy Bursary
- ESO-NUS Business School Undergraduate Bursary
- Fors sax Peh Bursary
- Gar Choo Eng Memorial Bursary
- Goh Giap Leong Bursary
- Irene Hoe-Seng Wei Ling Memorial Bursary
- Jennifer Neo Bursary
- Just Education Bursary
- Kwok Fong and Raymond Goh Bursary
- Lam Peng Hong Memorial Bursary
- Lawrence TW Peh Bursary
- Leong Siew Meng Memorial Bursary
- Lim Chi Kin Memorial Bursary
- MBA Alumni – NUS Advancement Fund Bursary
- Mizuno Bursary
- Ng Ah Hing Memorial Bursary
- NUS Business School Alumni Association Bursary
- NUS Business School Alumni Association Student Experience Bursary
- NUS Business Student Support Fund Bursary
- NUS Business School Undergraduate Bursary
- Pandji Wisaksana Bursary
- Poh Soon Poh Bursary
- Poh Chex Hua Bursary
- Poh Clan Association Kew Sing Bursary
- Poh Cheng Chuan Memorial Bursary
- SAP Capital Bursary
- Siloso Beach Resort Bursary
- Soh Ah Bak Memorial Bursary
- Sundar Sankaraguruswamy Bursary
- Super Galvanising Singapore Bursary
- Tan Chee Huat Memorial Bursary
- Teo Loong Seng Bursary
- Wing Kei Bursary
- Winning International Bursary
- Wong Kee Seong Memorial Bursary
- Xiu Hu Bursary
- Xie Lian Bursary
- Yip Kwck Cheong Bursary
- Yanfang & Joseph Cherian Bursary
- Yuen Chee Chuan Bursary
- Yen Lin Loo Bursary
- Zheng Ting Bursary
- Zhang Dongliang Bursary
- Zhu Shuxi Bursary
- Zhu Xiaoning Bursary

http://bbs.nus.edu.sg/bursaries

http://bbs.nus.edu.sg/scholarships

SCHOLARSHIPS, AWARDS AND FINANCIAL AID

http://www.nus.edu.sg/finance-aid-scholarships

To ensure that no deserving student is denied higher education due to financial need, the NUS Business School offers a wide range of financial aid to eligible students. This can take the form of a combination of loans, bursaries and work-study assistance.

http://bbs.nus.edu.sg/bursaries

http://bbs.nus.edu.sg/scholarships

*Hosted by third party organisations

SCHOLARSHIPS AND FINANCIAL AID

30 / NUS BUSINESS SCHOOL

ADMISSIONS

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

www.nus.edu.sg/ham/apply-to-nus

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

nus.edu.sg/registrations/UG/fees.html

ADMISSIONS

Prospective students applying with international or other qualifications may refer to


TUITION FEES

www.nus.edu.sg/ham/apply-to-nus

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

INDICATIVE GRADE PROFILES OF A-LEVEL APPLICANTS

Offered Places for Programmes at NUS Business School in Academic Year 2019/2020

Representative Grade Profile (3H2/1H1)

<table>
<thead>
<tr>
<th>Grade Profile</th>
<th>Representative Grade Profile (3H2/1H1)</th>
</tr>
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<tbody>
<tr>
<td>10TH PERCENTILE</td>
<td>AAB/C</td>
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<tr>
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INDICATIVE GRADE PROFILES OF POLYTECHNIC APPLICANTS

Offered Places for Programmes at NUS Business School in Academic Year 2019/2020

Representative Grade Profile (GPA out of 4.0)

<table>
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<th>Grade Profile</th>
<th>Representative Grade Profile (GPA out of 4.0)</th>
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