BACHELOR OF BUSINESS ADMINISTRATION

BUSINESS AND ACCOUNTANCY

BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTANCY)

NUS BUSINESS SCHOOL, A WORLD OF DIVERSITY
AT A GLANCE

55
YEARS OF
GROOMING
BUSINESS
LEADERS

3,500
TOTAL
BBA / BBA
(Accountancy)
STUDENTS

INDICATIVE GRADE PROFILE ACADEMIC YEAR 2019/2020
(10TH PERCENTILE)

<table>
<thead>
<tr>
<th></th>
<th>A-LEVEL</th>
<th>POLYTECHNIC GPA:</th>
<th>FRESHMAN COHORT SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA</td>
<td>AAB/C</td>
<td>3.73</td>
<td>765</td>
</tr>
<tr>
<td>BBA (Accountancy)</td>
<td>AAB/C</td>
<td>3.76</td>
<td>220</td>
</tr>
</tbody>
</table>

OVER
35,000
STRONG
ALUMNI
NETWORK

GROSS MONTHLY SALARY FOR GRADUATE YEAR 2019 (MEAN)

- $4,005
- $4,093
- $4,925
- $4,593

OVERALL EMPLOYMENT FOR GRADUATE YEAR 2019
(WITHIN 6 MONTHS AFTER GRADUATION)

- 95.5%
- 100%
- 97.8%
- 93.8%
A HIGHLY-RANKED BUSINESS SCHOOL THAT PROVIDES EACH STUDENT THE BEST PREPARATION AND SPRINGBOARD TO A PROMISING CAREER.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Ranking/Programme</th>
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<tbody>
<tr>
<td>3rd</td>
<td>2017 Financial Times Asia-Pacific Business Schools</td>
</tr>
<tr>
<td>4th</td>
<td>QS Global MBA Rankings 2020 (In Asia)</td>
</tr>
<tr>
<td>4th</td>
<td>Financial Times Master’s in Management Rankings 2015 (CEMS Master’s in International Management)</td>
</tr>
<tr>
<td>5th</td>
<td>QS Global 100 EMBA Rankings by Region 2018 (NUS Asia-Pacific Executive MBA)</td>
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<tr>
<td>6th</td>
<td>(UCLA-NUS Executive MBA Programme) QS Global Joint EMBA Rankings 2018</td>
</tr>
<tr>
<td>6th</td>
<td>Financial Times EMBA Rankings 2016 (NUS - UCLA Executive MBA)</td>
</tr>
<tr>
<td>10th</td>
<td>The NUS MBA Poets &amp; Quants International MBA Ranking 2019</td>
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<tr>
<td>13th</td>
<td>QS World University Rankings by Subject 2019 in the world (for business and management studies)</td>
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<tr>
<td>14th</td>
<td>in the world (for accounting and finance)</td>
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<tr>
<td>14th</td>
<td>2017 Financial Times Executive Education Ranking (Customised Programmes)</td>
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<td>15th</td>
<td>Financial Times Global MBA Rankings 2020 (The NUS MBA)</td>
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<td>18th</td>
<td>QS Global Executive MBA Rankings 2019 (NUS Asia-Pacific Executive MBA)</td>
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<tr>
<td>19th</td>
<td>Bloomberg Businessweek Best International Business Schools 2017 (Full time MBA)</td>
</tr>
<tr>
<td>22nd</td>
<td>Financial Times EMBA Rankings 2019 (UCLA-NUS EMBA Programme)</td>
</tr>
<tr>
<td>22nd</td>
<td>Financial Times Global MBA Rankings 2017 (The NUS MBA for Finance)</td>
</tr>
<tr>
<td>23rd</td>
<td>QS World University Rankings* 2014/15 university-wide</td>
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<tr>
<td></td>
<td>Financial Times EMBA Rankings 2019 (The NUS Executive MBA)</td>
</tr>
</tbody>
</table>
NUS BUSINESS.
A WORLD OF DIVERSITY.
OUR ALUMNI

CLASS OF 2000’S

LI EW TECK WAYE, HENRY
JASMINE SER XIANG WEI
TAN KHANG HWEE, LEONARD
QUEK SIU RUI & MARCUS TAN
JUSTIN LIE

Director, Business Development, Bengawan Solo Pte Ltd
Gold medallist at the Commonwealth Games (10m Air Rifle, New Delhi, 2014) and crowned Sportswoman of the Year.
Competed in 2012 Summer Olympics
Founder & Executive Chairman of Purple Click Media Pte Ltd
Founders of Carousell

CLASS OF 1990’S

ADAM KHOO
KOH THONG WEE, BENNY
KOO KOK THONG, FRANK
LAU HOW SIN, HOWIE

Executive Chairman & Chief Master Trainer of Adam Khoo Learning Technologies Group
Partner and Southeast Asia Treasury Services Leader of Deloitte & Touche LLP
Head of Asia - Talent and Learning Solutions
Chief Industry Development Officer, Info-Communications Media Development Authority of Singapore

CLASS OF 1980’S

GRACE FU
JANET ANG
JEANETTE WONG
KELVIN TAN
PATRICIA YIM
RONALD ONG
TAN HWEE BIN

Minister for Culture, Community and Youth & Leader of the House
Chairman of the Institute of Systems Science of National University Singapore
BoD of UBS AG and UBS Group AG
CEO for HSBC Thailand
General Manager, IBM ASEAN
Chairman and Chief Executive Officer, ASEAN, Morgan Stanley
Executive Director of Wing Tai Holdings

CLASS OF 1970’S

CHEW HUA SENG
CHUA SOCK KOONG
CHUA TIANG CHOON, KEITH
BOBBY CHIN YOKE CHOONG
HSIEH FU HUA
KUOK KHOON HONG
LIM HOW TECK
NG SER MIANG
TAN SOO KHOON
VERONICA ENG
YAP CHIN KOK, ROBERT

Chairman & CEO of Raffles Education Corporation
Group Chief Executive of Singapore Telecommunications Limited
Executive Chairman of ABR Holdings
Chairman of NTUC Fairprice Co-operative Ltd and Deputy Chairman of NTUC Enterprise Co-operative Limited.
Chairman of Housing & Development Board and Frasers Commercial Asset Management Ltd.
Chairman of the board of trustees at National University of Singapore (NUS)
Chairman & CEO of Wilmar International
Chairman and Non-Executive Director, ARA Trust Management (Cache) Ltd
Chairman of Heliconia Capital Management Pte Ltd, Redwood International Pte Ltd and Catalist-listed NauticAWT
Chairman of Finance Commission, International Olympic Committee
Chairman of the World Anti-Doping Agency’s (Wada) Finance and Administration Committee
CEO/ Executive Director, Liongold Corp
Independent and Non-Executive Director of Keppel Corporation. Former Founding Partner at Permira Advisers
Chairman & CEO of YCH Group Pte Ltd
What was the most impactful experience you had as an NUS Business School student?

During my final year, my project group built a simple facial recognition programme. It was the culmination of a semester of gruelling work. We had to chart out a development plan, which included how to utilise the raw data amongst other things. Applying what we learnt in the module, we managed to build a model within R (a coding language) that could identify each team member’s face with over 90% accuracy! We even won first prize in the Intra-school analytics competition judged by an independent panel, beating teams from other analytics modules!

How and why did you decide to specialize in Finance and minor in Economics?

I think NUS Business provided a holistic introductory freshman year where I could go through different modules to find out which areas of business really interested me before specialising in subsequent years. My love for finance grew tremendously when I read the module and learnt about the various industry roles. It is (still) amazing to me, how major world events collectively influence the indexes in the financial world. I later chose to read a minor in Economics to supplement my knowledge and understanding of finance and financial markets. From there, I learned that economic events have an intricate relationship with financial market movements. Economic theories are also vital in understanding why certain significant world events occurred, and how we can learn from them to better our future. I must say the introduction of the Business Economics specialisation is a Godsend for the NUS Business School students coming in from 2017 onwards. Now that it is delivered within the same faculty, students benefit more easily from the synergies between these two fields.

Why did you decide to pursue the NUS Master of Technology in Enterprise Business Analytics less than a year after graduating?

For me, it is a perfect combination of passion and practicality. Everything started from freshman year – NUS Business School exposed me to foundational analytics modules and I found them really interesting! That sparked my interest in the analytics space; I went on to take more advanced modules, where my passion for the subject grew further. During my internships in the banking sector, I was further exposed to the realm of Machine Learning and how these models are applied in the finance industry. I realized that Analytics is a language in its own right, and data are the different alphabets or words that you use to tell your story, justify your case, or make a prediction. It can be applied anywhere! When I started working, I found myself dealing with problems that required this same skill set. I decided that I wanted a formal education and training in the subject matter. Moreover, the Master of Technology in Enterprise Business Analytics emphasises that its curriculum is application-focused, which means in addition to the theory on why a model works, I can learn the techniques to quickly apply it in my workplace, or in any other relevant context.

Why did you choose to pursue your Masters degree with NUS?

The choice was easy – I wanted a high-quality, rigorous education that was relatively affordable and taught by a reputable institution. All three criteria were extremely important for me. Naturally, NUS beat all possible options hands down.
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.
STREAMLINED CORE MODULES
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 STUDENTS...
Students are also allowed to pursue beyond one compulsory specialisation or read a second major or minor from outside of the School.

ACCOUNTANCY MODULES
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 rigor 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.

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

UNDERSTANDING HOW BUSINESS WORKS
- Effective at introducing specific knowledge and experiential skills within a relatively short time frame, this intensive, concentrated module introducing the basics of how business works, is a graduating requirement.

FUNCTIONAL CORE
- Accounting for Decision Makers
- Finance
- Organisational Behaviour
- Legal Environment of Business
- Principles of Marketing
- Operations and Technology Management

FOR BBA 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
- Managerial Accounting
- Corporate Accounting and Reporting I & II
- Accounting Information Systems
- Assurance and Attestation
- Corporate and Securities Law
- Taxation

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UNDERSTANDING HOW BUSINESS WORKS
- Effective at introducing specific knowledge and experiential skills within a relatively short time frame, this intensive, concentrated module introducing the basics of how business works, is a graduating requirement.
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:

**DIRECT ADMISSIONS**

**2ND MAJOR PAIRINGS FOR 2ND MAJOR PAIRINGS FOR BBA**
- Economics*
- Psychology
- Comms & New Media
- Business Analytics**

**MINOR PAIRINGS FOR BBA**
- Comms & New Media
- Real Estate
- Psychology
- Statistics
- Public Health
- Financial Mathematics

**DIRECT ADMISSIONS**

**BEYOND BBA**

**SPECIALISATIONS**
- Business Analytics
- Operations & Supply Chain Management
- Finance
- Marketing

**MINORS**
- Communications & New Media
- Global Studies
- Leadership & Human Capital Management
- Psychology

**SPECIALISATION**
- Innovation & Entrepreneurship
- Business Economics

**MINOR**
- Real Estate

**BBA WITH**

**CUSTOMISABLE WORLD CLASS DEGREE**

**25 OPTIONS**

**Pursue a Second Major or Minor**

* Offered by Faculty of Arts and Social Sciences
** Offered by School of Computing
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.

### DUAL TRACK HONOURS PROGRAMME

All students are now automatically accepted into the Honours programme with the option to withdraw and complete with a basic degree if they wish. The Honours programme also features a dual track: Honours by Coursework or by Research, catering to students with varying academic inclinations and aspirations.

- **Coursework track:**
  - 3 business modules in area of specialisation + Field Service Project

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

### 3RD YEAR CAPSTONE MODULES

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:

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

* 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 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

http://bba.nus.edu/academic-programmes/dcdp/cdp/mpp
http://mim.nus.edu/academics/concurrent-degree-programme/
http://mim.nus.edu/academics/concurrent-double-master-programme/

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.

http://bba.nus.edu/academic-programmes/general-academic-matters/grade-free-scheme
GENERAL EDUCATION

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).

http://www.nus.edu.sg/registrar/general-education.html

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.
GLOBAL & EXPERIENTIAL

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)**

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.

**STEER PROGRAMMES**

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

http://www.nus.edu.sg/gro/steer.php

**NUS OVERSEAS COLLEGES**

http://www.nus.edu.sg/gro/steer.php

bba.nus.edu/sep

bba.nus.edu/noc
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.
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

**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

Integrated Residential Component

- Vibrant Communities

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.

- http://www.nusbizadclub.com
- nusbizadclub
- nus.edu.sg/osa/so
- NUSStudentOrganisations
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 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.

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.

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
INDUSTRY RELEVANT

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.
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

CAREER CREATION PROGRAMME (CCP)

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.
WHERE OUR GRADUATES GO

List is not exhaustive. Students can also self-source opportunities.

- 3M
- A.T. Kearney
- Abbott Laboratories Pte Ltd
- Accenture
- Adidas
- Aon Pic
- Amazon
- Apple
- Ascendas-Singbridge Group
- Auditor-General's Office
- Bain & Company
- Baker Tilly FTW
- Bank of America Merrill Lynch
- Bank of Singapore
- BNY Mellon
- Barclays
- BlackRock
- Black Sun
- Bloomberg
- BNP Paribas
- Boston Consulting Group
- British Petroleum
- Cambridge Associates
- Capitaland
- Cargill
- Carousell
- Changi Airport Group
- Citibank
- Credit Suisse
- DBS Bank
- Dell
- Deloitte & Touche
- Delphi Partners
- Dentsu Aegis Network
- Deutsche Bank
- DHL
- Dymon Asia
- Economic Development Board (EDB)
- Enterprise Singapore
- Ernst & Young
- Expedia
- ExxonMobil
- Facebook
- Far East Organisation
- Flow Traders
- Frost & Sullivan
- Garena
- General Electric
- GlaxoSmithKline
- Goldman Sachs
- Google
- Government Technology Agency (GovTech)
- Grab
- Great Eastern
- Honestbee
- HSBC
- Infosys
- J.P. Morgan
- Johnson & Johnson
- Kimberly-Clark
- KPMG
- Kraft Heinz
- L’Oréal
- Lazada
- L.E.K. Consulting
- LVMH
- Mapletree Investments
- MAS
- Mastercard
- McKinsey & Company
- MediaCorp
- Mercer
- Microsoft
- Millward Brown
- Ministry of Defence (MINDEF)
- Ministry of Finance
- Ministry of Foreign Affairs
- Ministry of Health
- Morgan Stanley
- Nielsen Holdings Inc
- Nike
- OCBC Bank
- Oliver Wyman
- PricewaterhouseCoopers
- Procter & Gamble
- Prudential
- Qoo10
- Resorts World Sentosa
- Restaurant Brands International
- Robert Bosch
- Rolls-Royce
- Rothschild
- Schneider Electric
- Schroders Investment Management
- Sembcorp Marine
- Shell
- Simon-Kucher & Partners
- Singapore Airlines
- Singapore Tourism Board (STB)
- Singtel
- Societe Generale
- Standard & Poor
- Standard Chartered Bank
- Tan Tock Seng Hospital
- TD Securities
- Temasek
- Tembusu Partners
- The Estée Lauder Companies Inc
- Thermo Fisher Scientific
- Toyota
- UBS
- Unilever
- Uniqlo
- United Overseas Bank
- Robert Bosch
- Rolls-Royce
- Rothschild
- Schneider Electric
- Schroders Investment Management
- Sembcorp Marine
- Shell
- Simon-Kucher & Partners
- Singapore Airlines
- Singapore Tourism Board (STB)
- Singtel
- Societe Generale
- Standard & Poor
- Standard Chartered Bank
- Tan Tock Seng Hospital
- TD Securities
- Temasek
- Tembusu Partners
- The Estée Lauder Companies Inc
- Thermo Fisher Scientific
- Toyota
- UBS
- Unilever
- Uniqlo
- United Overseas Bank

WHAT OUR GRADUATES DO

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

FINANCE & BANKING
- Analyst for Commercial Banking, Credit, Global Investment Management, Global Transaction Services, Global Markets, Investment Banking, Macro Sales, Operations & Technology, Trade Solutions, Treasury, Venture Capital, Commodity Associate, Global Markets Trader, Investment Support, Wealth Management

CONSULTING
- Business Analyst, Clients & Markets Analyst, Consulting Analyst, HR Analyst, Management Consultant, Programmer Analyst, Research Consultant, Strategy Analyst, Transaction Advisory Associate

CONSUMER GOODS
- Advertising, Brand Manager, Content Executive, Digital Marketing Executive, Marketing and Communications Executive, Sales and Marketing Executive

E-COMMERCE
- Analyst, Branding & Marketing Executive, Enterprise Sales Account, Management Associate, Onboarding & Team Coordinator, Regional Operations Associate

EVENTS & HOSPITALITY
- Accounts Executive, Conference Management, Marketing Executive, Optimisation Analyst

HUMAN CAPITAL MANAGEMENT
- Executive Search, Management Associate, Talent Acquisition

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

TECHNOLOGY
- Business Operations & Strategy, Data Analyst, Google Squared Data and Analytics Programme, Order Management Specialist, Partner Manager, Product Messaging Analyst, Project Executive, Purchasing Analyst, R&D Engineer

OTHER SECTORS
- Civil and Public Service, Healthcare, Marine, Aviation, FinTech, Telecommunications
Hi Ganesh! Share with us why did you choose to read accountancy?

Accounting isn’t just about learning to prepare financial statements. Accounting is the language of business, helping to translate a company’s activities into quantifiable and comparable measures. Understanding a business fully without looking at its financial statements is impossible. Looking back, the accounting knowledge I’ve gathered has been extremely valuable in my internships and international case competitions.

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What have been the most impactful experiences you’ve had in NUS BIZ?

Bizad Leadership Development Programme

It was during one of our casual chats in my freshmen year that my senior recommended I join the Bizad Leadership Development Programme (BLDP), especially for its summer programme and the friendships he said he had forged with international students.

The summer programme was three weeks long, one week each in NUS, Tsinghua University (China) and Indian School of Business (India) working with students on a product idea. I also gleaned knowledge about Entrepreneurship through interactions with many start-up founders, incubators and entrepreneurship professors up close.

NUS Overseas College South East Asia

I’m grateful to have had the opportunity to work in Indonesia for 3 months as part of the NUS Overseas College (NOC) South East Asia programme. NOC exposes students to start-ups in preparation for their own entrepreneurial journey in future. I worked as a Business Development Intern for Prosa.Ai, an Artificial Intelligence company developing Natural Language Processing solutions in Bahasa Indonesia.

While there, immersing myself in a foreign culture was the highlight. I had also been taking Bahasa Indonesia in NUS since Year 2 to prepare for this internship. With my language skills, I had many engaging (and sometimes embarrassing) conversations with the locals every day! It was through this I realized a new language unlocks a whole new part of the world, attracting new stories and experiences to share.

How has the School been instrumental in your personal development as a leader for the future?

Through BLDP I had the opportunity to interact with Mr Frank Koo, Head of Asia Pacific at LinkedIn. One of the discussions we had was on career progression which he says should be seen as a jungle gym where one hops horizontally instead of always climbing a vertical ladder. After learning more about it, I’ve made a mental note to be more open-minded and courageous to swing horizontally and seize opportunities outside my field of work.

Who are the people who have impacted you the most at NUS BIZ?

My professors at NUS Business School have played a crucial role in my learning. Their insightful and engaging classes always fuels me to be curious and to learn more. My peers have been a great support during my 4 years in NUS Business School. Beyond just having fun, they have looked out for me and been a constant in my ups and downs.

Do you have any advice for your juniors?

My advice to my juniors would be not to pick something because the majority does it. Make your own decisions and you will have your own story to tell. Learn a new language, travel to places unheard of and break conventions!
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

BIZAD LEADERSHIP DEVELOPMENT PROGRAMME (BLDP)

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.

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

- 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
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.
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.

Quek Siu Rui
Co-founder of Carousell
BBA Class of 2012

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 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 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 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 Ideation grant ($7,000) from NUS Enterprise just right after my exams, I wanted to focus on my dream to become an entrepreneur. I spoke 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.
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/oam/apply-to-nus

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

nus.edu.sg/registrar/edu/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)

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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)

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Prospective students applying with international or other qualifications may refer to

http://www.nus.edu.sg/oam/apply-to-nus/international-qualifications/admissions-requirements

for more information.
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

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.

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

SCHOLARSHIPS & AWARDS

- 33 Capital Student Exchange Award
- Alice & Peter Tan Scholarship
- Business Dean’s Scholarship
- Business Dean’s – Emily Chin and Eugene Wong Scholarship
- Business Dean’s – Kwai Fong and Raymond Goh Scholarship
- Business Dean’s – Mochtar Riady Scholarship
- David Gay Teow Chung Scholarship
- Dhanabalan Scholarship
- Dr Goh Keng Swee (GKS) Scholarship
- Fung Scholarship
- Ian Ferguson Scholarship
- Isetan Foundation Scholarship
- KPMG Scholarship*
- Kwai Fong and Raymond Goh Scholarship
- Lam See Chiew Memorial Scholarship
- Leong Siew Meng Memorial Scholarship
- Mizuho Scholarship
- Mr & Mrs Wu Jieh Yee Memorial Scholarship
- Ng Guan Memorial Scholarship
- NUS Business School Mandarin Alumni Scholarship
- PwC Scholarship*
- Singapore Chinese Chamber of Commerce Foundation Scholarship
- SingTel Group Undergraduate Scholarship*
- SPRING’s Mid-Term Scholarships*
- Student Global Experience Fund Scholarship
- Tahir Financial Scholarship
- Tahir Indonesian Scholarship
- Tahir Student Exchange Award
- Wilson Ang & Joyce Chong Scholarship
- Win Advisors Scholarship
- Yanfang & Joseph Cherian Scholarship

BURSARIES

- Alice & Peter Tan Bursary
- Alim Markus Bursary
- Anthony Neoh Bursary
- APEX-E22 Bursary
- AutoWealth Bursary
- Bengawan Solo Bursary
- Chanrai Summit Bursary
- Chew Gek Hiang Bursary
- D. Sankaraguruswamy Bursary
- ESO-NUS Business School Undergraduate Bursary
- Foo Hee Lim Bursary
- Gan Choo Eng Memorial Bursary
- Gan Giap Leong Bursary
- Irene Ho-Seng Wai Leng Memorial Bursary
- Jennifer Mao Bursary
- Just Education Bursary
- Kwai Fong and Raymond Goh Bursary
- Lam Peng Hong Memorial Bursary
- Lawrence TW Peh Bursary
- Leong Siew Meng Memorial Bursary
- Lim Chin Memorial Bursary
- MBA Alumni – NUS Advancement Fund Bursary
- Mizuho 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
- Peh Boon Poh Bursary
- Peh Chin Hua Bursary
- Peh Clan Association Kiew Sian King Bursary
- Pek Cheng Chuan Memorial Bursary
- SAC Capital Bursary
- Siloso Beach Resort Bursary
- Soh Ah Bak Memorial Bursary
- Sundari Sankaraguruswamy Bursary
- Super Galvanising Singapore Bursary
- Tan Chwee Huat Memorial Bursary
- Teo Lai Seng Bursary
- Wang Ke Bursary
- Winning International Bursary
- Wong Kwok Leong Memorial Bursary
- Xi Hu Bursary

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NUS BUSINESS SCHOOL
Leading from Asia

At NUS Business School, students take a transformative journey, and make an 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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