



NUS
BUSINESS
SCHOOL



**EMBARK ON
YOUR JOURNEY WITH
NUS BUSINESS SCHOOL
BACHELOR OF BUSINESS ADMINISTRATION**



Be AGILE, Be YOU

WHY

NUS BUSINESS?

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AT A GLANCE

Embark on a rewarding journey at NUS Business School and surround yourself in a community of vibrant, diverse, and passionate individuals. Enjoy the prestige and pride of learning alongside bright and dedicated people who constantly **strive to push boundaries in business ideation**. Being part of NUS Business School is more than just an education - **it could be a life-changing experience**.

FINDINGS FROM 2022 GRADUATE EMPLOYMENT SURVEY*

**For this graduate cohort, the three degree programmes were accounted for separately as Bachelor of Business Administration, Bachelor of Business Administration (Accountancy) and Bachelor of Science (Real Estate). From 2024, all students will be enrolled into the Bachelor of Business Administration degree through a common admission.*

GROSS MONTHLY SALARY FOR GRADUATE YEAR 2022 (MEAN)



OVERALL EMPLOYMENT FOR GRADUATE YEAR 2022 (WITHIN 6 MONTHS OF GRADUATION)



- BBA (Hon) - Bachelor of Business Administration (Honours)
- BBA - Bachelor of Business Administration
- BAC (Hon) - Bachelor of Business Administration (Accountancy) (Honours)
- BAC - Bachelor of Business Administration (Accountancy)
- BSc RE - Bachelor of Science (Real Estate)



4,350
TOTAL
BBA STUDENTS



OVER
55,000
STRONG ALUMNI
NETWORK



59
YEARS OF DEVELOPING
BUSINESS LEADERS

YOU DESERVE THE BEST

We are a highly-ranked business school that provides each student the best preparation and **springboard** towards a promising career.

1st
IN ASIA
according to the
QS World University
rankings for 2024.

NUS BUSINESS

Ranked among the world's best

**TIMES HIGHER EDUCATION
UNIVERSITY RANKING 2023**

3rd
IN ASIA

**QS WORLD UNIVERSITY
RANKINGS 2023**

8th
IN THE WORLD

1st
IN ASIA

**US NEWS &
WORLD REPORT 2023**

2nd
IN ASIA

BUSINESS SUBJECT RANKINGS

**TIMES HIGHER
EDUCATION
WORLD UNIVERSITY
RANKING 2023**

11th
BUSINESS &
ECONOMICS

**QS WORLD UNIVERSITY RANKINGS
(GLOBALLY BY SUBJECTS 2023)**

9th
MARKETING

13th
BUSINESS &
MANAGEMENT STUDIES

**THE WORLD UNIVERSITY RANKINGS
(IN ASIA) BY SUBJECTS 2022**

1st
ACCOUNTING
& FINANCE

1st
BUSINESS &
MANAGEMENT STUDIES

10th
BUSINESS
ANALYTICS

14th
ACCOUNTING
& FINANCE

NUS MBA

1st
IN ASIA

**UCLA-NUS JOINT
PROGRAMMES QS**

3rd
IN EMBA 2023

**POETS & QUANTS
INTERNATIONAL
MBA RANKINGS
2022 -2023**

1st
IN ASIA

**QS BUSINESS
MASTERS RANKINGS**

10th
GLOBAL

**QS GLOBAL
MBA RANKINGS**

24th
GLOBAL

**FINANCIAL TIMES
MBA RANKINGS**

25th
IN MBA 2023

5th
GLOBAL

AN AGILE EXPERIENCE

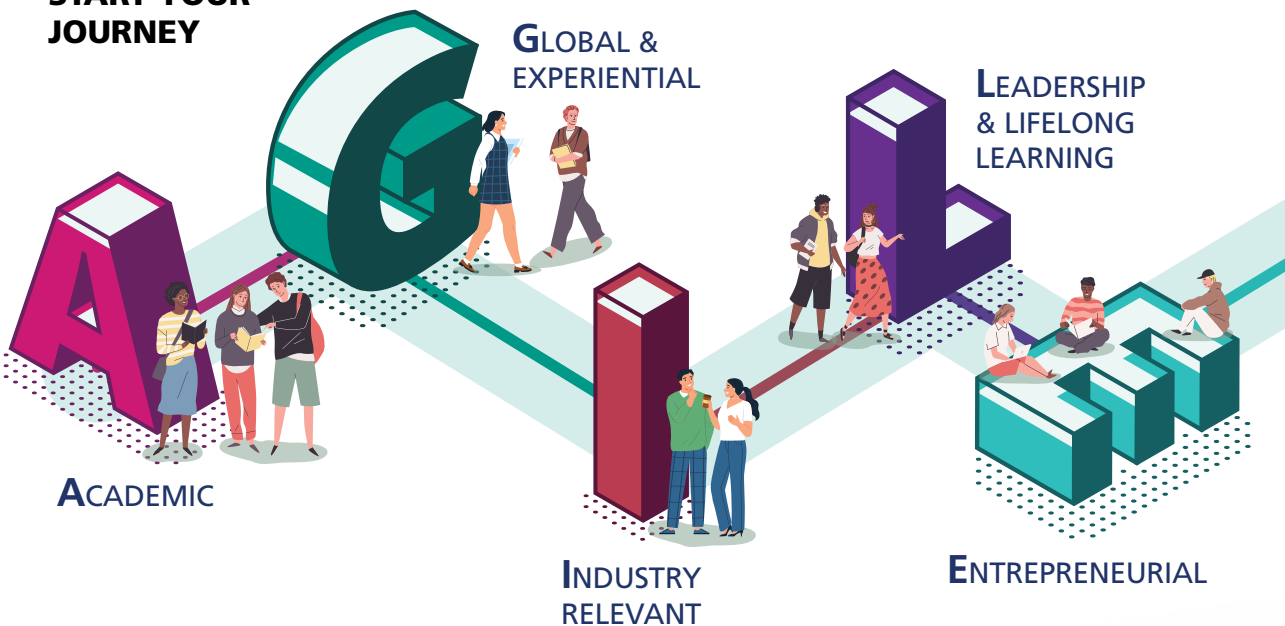
YOUR AGILE APPROACH TO EDUCATIONAL EXCELLENCE!

Be equipped with A.G.I.L.E. capabilities tailored for the demands of a Volatile, Uncertain, Complex, and Ambiguous (VUCA) world. You get to cultivate various skill sets across the many disciplines, empowering you with the expertise to navigate and address new business challenges.

JOIN US and thrive in the face of volatility with the confidence and competence instilled by **NUS Business School**.



START YOUR JOURNEY



ACADEMIC

Our curriculum promises the most customisability, with options to pursue a 2nd major and minor, as well as cross-disciplinary studies. Upon graduation, you will be equipped with skills spanning various professional fields.



CURRICULUM ROADMAP



COMMON CURRICULUM

52 UNITS

General Education Courses 24 Units

- Cultures and Connections
- Critique and Expression
- Data Literacy
- Digital Literacy
- Singapore Studies
- Communities and Engagement

Cross Disciplinary Course - Field Service Project 8 Units

Work Experience Milestone

Business Environment Courses 20 Units

- Legal Environment of Business
- Managerial Economics
- Decision Analytics using Spreadsheets
- Business Communication for Leaders
- Introduction to Real Estate
- Ethics in Business

Global Experience Milestone



MAJOR CURRICULUM

Business Majors*
60 UNITS

Accountancy Major
68 UNITS

Real Estate Major
64 UNITS

Level 2000, 3000 and 4000 Courses:

Accountancy

Applied Business Analytics*

Business Economics*

Finance*

Innovation & Entrepreneurship*

Leadership & Human Capital
Management*

Marketing*

Operations & Supply Chain
Management*

Real Estate



UNRESTRICTED ELECTIVE COURSES

Business Majors
48 UNITS

Accountancy Major
40 UNITS

Real Estate Major
44 UNITS

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

With a curriculum that is at least a quarter of unrestricted electives, students have a higher degree of freedom to broaden their university education and enhance their learning experience.

NINE MAJORS, INFINITE POSSIBILITIES:

SHAPE YOUR EDUCATION, SHAPE YOUR FUTURE!

ACCOUNTANCY

- Managerial Accounting
- Corporate Accounting & Reporting
- Accounting Information Systems
- Assurance and Attestation
- Corporate and Securities Law
- Taxation
- Governance, Risk Management and Sustainability
- Advanced Corporate Accounting and Reporting
- Accounting Analytics and AI

APPLIED BUSINESS ANALYTICS

- Predictive Analytics in Business
- Stochastic Models in Management
- Statistical Learning for Managerial Decision
- Analytical Tools for Consulting
- Marketing Analysis and Decision-making
- Big Data Techniques and Technologies
- Social Media Network Analysis

BUSINESS ECONOMICS

- Macroeconomic Principles in the Global Economy
- Econometrics for Business I
- Innovation & Productivity
- Predictive Analytics in Business
- Game Theory & Strategic Analysis
- Business-driven Technology
- Psychology and Economics

FINANCE

- Investment Analysis & Portfolio Management
- International Financial Management
- Options and Futures
- Risk and Insurance
- Financial Markets
- AI Blockchain and Quantum Computing

INNOVATION & ENTREPRENEURSHIP

- Technological Innovation
- New Venture Creation
- Entrepreneurial Strategy
- Social Entrepreneurship
- New Product Development
- Innovation & Intellectual Property

LEADERSHIP & HUMAN CAPITAL MANAGEMENT

- Leading in the 21st Century
- Organisational Effectiveness
- Business with a Social Conscience
- Leading Across Borders
- HR Analytics and Machine Learning

MARKETING

- Marketing Strategy: Analysis and Practice
- Consumer Behaviour
- Product & Brand Management
- Services Marketing
- SME Marketing Strategy
- Advertising & Promotion Management
- AI in Marketing

OPERATIONS & SUPPLY CHAIN MANAGEMENT

- Service Operations Management
- Physical Distribution Management
- Sustainable Operations Management
- Strategic Information Systems
- Supply Chain Management

REAL ESTATE

- Land Law
- Urban Economics
- Real Estate Investment Analysis
- Urban Planning
- Principles of Real Estate Valuation
- REIT and Business Trust Management



2ND MAJORS AND MINORS

WHAT POSSIBILITIES ARE THERE?

Our students have the capacity to **pursue more possibilities** of cross-disciplinary studies within the standard candidature using their pool of **unrestricted elective units**. They can embark on a second major and/or minors within or outside of NUS Business School. Give it a try!



DID YOU KNOW?

NUS has a grade-free scheme where you can ensure your grades don't impact your GPA for that semester. This allows for our students to transit into university life academically and socially.



DOUBLE DEGREE PROGRAMME

Are you a highly motivated student with an interest in two complementing disciplines? You may consider the Double Degree programme (DDP). Choose from the following options:

- Business Analytics
- Communications & New Media
- Computer Science
- Economics
- Engineering
- Information Systems
- Law
- NUS – PKU Extended Exchange
- Others*

* Students may apply to pursue self-initiated DDP combinations after the first year of study.



<https://bba.nus.edu.sg/academic-programmes/dcdp/ddp/ad-hoc-double-degrees/>

CONCURRENT DEGREE PROGRAMME

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

BACHELOR & MASTERS DEGREE

- Master in Public Policy (with Lee Kuan Yew School of Public Policy)
- Master of Science in Management



<https://bba.nus.edu.sg/academic-programmes/dcdp/cdp/mpp/>



FOR MORE INFORMATION
ON CURRICULUM, PLEASE
SCAN HERE!



GLOBAL & EXPERIENTIAL

As required components in the BBA curriculum, students will be able to meaningfully expand their horizons, and graduate as global-minded, culturally aware individuals, who have gained relevant work experience to thrive in highly diverse work environments.

Work Experience Milestone

- Career Compass Starter Workshops
 - One Internship
- 0 Units

Field Service Project

A team consulting practicum that allows students to solve real world business problems

8 Units



Year 1
1

Year 1 in the BBA Programme



Year 4
4

Year 4 in the BBA Programme

Global Experience Milestone

Students will have to undertake an overseas experience.

0 Units

GLOBAL IMMERSION

STUDENT EXCHANGE PROGRAMME (SEP)

Students spend a semester reading courses at an overseas partner university, and in doing so, gain invaluable experiences abroad in a different cultural environment that broadens their outlook and approach to doing business. Students can also choose from a wide array of summer or winter programmes which are shorter in duration than SEP.



STEER PROGRAMME

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



<https://www.nus.edu.sg/gro/global-programmes/special-global-programmes/steer>



NUS OVERSEAS COLLEGE

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.



<https://bba.nus.edu.sg/academic-programmes/special-programmes/nus-overseas-colleges/>

FOR MORE INFORMATION,
SCAN HERE!



CASE COMPETITIONS

GROWING FROM STRENGTH TO STRENGTH

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, WE HAVE PARTICIPATED IN:

- NUS-Shell Case Competition
- UOB-NUS International Case Competition
- BI Norwegian Business School Case Competition
- CBS Case Competition
- Belgrade International Business Case Competition
- NUS-SP Group Case Competition
- Nestle-NUS Innovation Challenge
- John Molson Undergraduate Case Competition
- RSM STAR Case Competition
- International Case Competition @ Maastricht



2023 THAMMASAT
UNDERGRADUATE BUSINESS
CHALLENGE
2ND RUNNER-UP



2023 HONG KONG UNIVERSITY
OF SCIENCE AND TECHNOLOGY
INTERNATIONAL CASE
COMPETITION
CHAMPIONS



2023 JOHN MOLSON
UNDERGRADUATE CASE
COMPETITION
2ND RUNNER-UP



2023 RSM STAR CASE
COMPETITION
CHAMPIONS



2023 CENTRAL EUROPEAN
CASE COMPETITION
2ND RUNNER-UP

CAMPUS LIVING

Immerse yourself in a dynamic campus life brimming with a diverse range of residential options and programmes tailored just for you. Discover countless opportunities that not only enrich your education but also connect you to vibrant communities. *Forge lifelong friendships that will support and accompany you on your unique path through both life and career adventures.* Your extraordinary experience begins here!

HALLS & RESIDENCES:

- Eusoff Hall
- Kent Ridge Hall
- King Edward VII Hall
- Prince George's Park Residences & Houses
- Raffles Hall
- Sheares Hall
- Temasek Hall



RESIDENTIAL PROGRAMMES:

- College of Alice and Peter Tan (CAPT)
- NUS College (NUSC)
- Residential College 4
- Ridge View Residential College
- Tembusu College

BIZAD CLUB

Step into a world crafted just for you by becoming a part of the NUS Students' Business Club – your gateway to an exceptional student experience! As the ultimate student organisational hub, we offer you the ideal platform to cultivate lifelong skills and **build meaningful connections**. Immerse yourself in the excitement of flagship events like the Bizad Charity Run and Freshmen Orientation Projects, designed to **infuse energy into your student life**. Join us on this journey of empowerment, where every moment is dedicated to enhancing your personal and professional growth.



INDUSTRY

RELEVANT

Dive into an immersive *Career Compass Starter Workshop* where you gain valuable skills in interview and resume-writing, together with industry-focused experiences through internships and work-study programmes. This dynamic combination ensures you emerge market-ready and a highly sought-after job candidate.

Your journey to success starts with a programme designed to set you apart and open doors to exciting opportunities!



BUSINESS SCHOOL BIZCAREERS

NUS Business School students are highly sought after by global and local companies. Our BIZCareers 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.

- Alumni Sharing Sessions
- Booster Skills Workshops
- Company Visits
- Career & Recruitment Talks
- Career & Internship Fairs
- Internship & Job Search Briefings
- Industry Awareness Series

INTERNSHIPS

Internships are a crucial part of university education. Students are encouraged to embark on internships with many taking up at least two internships during their time at NUS.

At NUS Business School, **an internship will be a graduation requirement** for students under the new curriculum. Students will gain real world industry experience, with the option to obtain units or not.

Credit-bearing Internships:



BI3704
8-week internship



BI3708
16-week internship



BI3712
24-week internship



BI3003
8-week internship
(for non-business/accounting/real estate related internships)



<https://bba.nus.edu.sg/academic-programmes/general-academic-matters/business-internship-courses/>



- Industry Specific Skills Workshops
- Individual Career Advisory sessions
- Individual Mock Interview sessions
- Individual Internship & Job Search Strategies
- Career Guides

CAREER COMPASS STARTER WORKSHOPS

Unlock your future potential with the Career Compass Starter Workshops as we guide you in cultivating the skills essential for your career. Tailored to your needs, we are here to support you on your journey, **empowering you to achieve your unique career goals.**

Year 1

- Strategic Career Planning
- Resume & Cover letter Writing
- Personal Branding
- Networking Skills
- Interviewing Skills
- Dealing with Others in the Workplace

Year 2 (led by Career Advisors)

- Small Group Resume Clinics
- Small Group Mock Interview Clinics



FIELD SERVICE PROJECT

The Field Service Project (FSP) course is all about teaming up for a hands-on learning adventure. Imagine working with an organisation in Singapore, or beyond, and getting insights straight from the CEOs and industry leaders themselves. It's not your typical classroom experience; handling real-world business issues, diving into business challenges beyond your regular NUS lessons.

For FSP, you immerse yourself in an organisation's business model, grasp their value propositions, and witness the intricate workings of their operations. However, it goes beyond mere tasks. FSP becomes your backstage pass to awesome networking. You're not just there to observe, but instead you will actively participate, lending your contribution through a perceptive report guided by a supervisor. **This is your opportunity to assist them in navigating the complexities of today's business landscape. Will you grab it?**



<https://bba.nus.edu.sg/academic-programmes/general-academic-matters/field-service-project/>

WORK STUDY INTERNSHIP PROGRAMME

Work Study Internship Programme (WSIP) isn't your typical learning experience; it's a **uniquely tailored, hands-on opportunity** designed specifically for business students like yourself. Imagine this: instead of sticking to traditional classrooms and textbooks, you're enrolled in a long-term, credit-bearing work-study programme. What sets it apart? It's a **personalized journey** crafted in collaboration with professional and commercial organisations. While excelling in classroom courses, WSIP immerses you in the real-world action with structured work placements at actual companies.

But wait, there's more! During your WSIP adventure, you'll connect with workplace mentors, delve into your chosen field, and gain a wealth of real-world experience. Some students may even enjoy progressive stipends, job rotations, and a fast track to entry-level career options upon graduation. **Ready to transform your education into an exciting adventure? Let's dive in!**



WHAT OUR GRADUATES DO

ACCOUNTANCY

- Accountant
- Auditor
- Forensic Accountant
- Risk Advisory
- Tax Advisory

EVENTS & HOSPITALITY

- Accounts Executive
- Conference Management
- Marketing Executive
- Optimisation Analyst

E-COMMERCE

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

HUMAN CAPITAL MANAGEMENT

- Executive Search
- Management Associate
- Talent Acquisition

OTHER SECTORS

- Civil and Public Service
- Healthcare
- Marine
- Aviation
- FinTech
- Telecommunications

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

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

LOGISTICS, MANUFACTURING & SUPPLY CHAIN

- Operations Associate
- Accounts Coordinator
- Business Development
- Inventory Management
- Market Intelligence

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

REAL ESTATE

- Real Estate Finance & Investment
- Real Estate Fund Management - Business Development, Acquisitions & Deal Structuring
- Real Estate Investment Trusts
- Town Planning & Urban Management
- Asset Management
- Corporate Real Estate Management
- Real Estate Development & Entrepreneurship
- Real Estate Consultancy, Valuation & Marketing
- Property & Facilities Management

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

COURSES ON LEADERSHIP



Leadership & Decision Making under Certainty



Leading Across Borders



Leading in the 21st Century



Business with a Social Conscience

MAJOR IN LEADERSHIP & HUMAN CAPITAL MANAGEMENT

In this major, you become the linchpin of organisations and teams. Understand leadership and position yourself at the central node of influence. Inspire people, shape organisational outcomes, and unlock the full potential of human capital—all within your grasp. This places you in the driver's seat of leadership, **where you catalyse change and drive success.**

NUS LIFELONG LEARNING

As part of the NUS Lifelong Learners programme, student enrolment is valid for 20 years from the point of undergraduate/ postgraduate admission. As such, all current and future students are automatically eligible for the NUS Lifelong Learning programme upon graduation and may also take a series of courses to earn higher qualifications such as Graduate Diplomas, second Bachelor's and Master's Degrees.



E N T R E P R E N E U R I A L

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



BE AN ENTREPRENEUR

Get a taste of entrepreneurship at NUS Business School, where you get to take center stage in one of our newer majors. Equip yourself with expansive theoretical insights, empowering you to lead change effectively—whether you're venturing into an entrepreneurial startup or navigating the landscape of a large multinational corporation. Previous batches of students, who were just like you, have already launched successful businesses in Singapore, with names like Carousell, Playmoolah, and Moovaz making an impact.

Flip to Page 10, and you will discover the NUS Overseas Colleges (NOC) programme, aimed to cultivate your entrepreneurial spirit. Immerse yourself in this transformative experience — intern in a technology-based startup, while concurrently pursuing part-time courses at reputable universities. It's your opportunity to shape your entrepreneurial journey and make an impact on a global scale.



BRYAN VOON, Year 4 Business Student who went for NOC, Norway.

How has your experience in NOC been so far? And how has it impacted you?

It is difficult to understate how enriching and instructive NOC has been with professional and personal impacts. With the former being to look beyond the usual fields most business students consider when job seeking (e.g., finance, marketing, consulting) while the latter being a future outside of Singapore; a possibility I would not have entertained if it was not for NOC Norway.

Do you have any advice for your juniors applying to NUS Business School and NOC?

Keep an open mind and remember that some of the most valuable sources of learning happens outside of the classrooms with programmes such as NOC which will do nothing but enrich your NUS experience.

Bryan and his colleagues from DNV ReWind gathering over a meal



Bryan and his team attending EoLIS 2023 Conference @ Rotterdam, Netherlands



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

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 loan, bursaries, or work-study assistance.



TUITION FEES

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



FOR MORE ON
FINANCIAL AID,
SCAN HERE!



ADMISSIONS

SCAN HERE TO
APPLY TO NUS BBA!



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

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.



SCAN HERE
TO FIND OUT MORE



bba.nus.edu.sg



facebook.com/NUSBusinessSchool/



[@nus_bba](https://www.instagram.com/nus_bba)



<https://www.youtube.com/c/NUSBizSchool>



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All information provided is correct at the time of printing and is subject to change without notice.