

KNOW YOUR BBA MAJORS!



9 BBA MAJORS

- Accountancy
- Applied Business Analytics
- Business Economics
- Finance
- Innovation & Entrepreneurship
- Leadership & Human Capital Management
- Marketing
- Operations & Supply Chain Management
- Real Estate

Interdisciplinary Focus

- Integrates accountancy with finance, economics, and data analytics for a robust business foundation
- Develops adaptive, competent, and ethical accounting professionals and business leaders

Industry-Relevant Skills

- Develops practical experience during a 3-year stint with Singapore Accountancy Commission (SAC) Accredited Training Organisations, including the Big 4 accounting firms: Deloitte, EY, KPMG, and PwC

WHY ACCOUNTANCY?

Cutting-Edge Curriculum + International Exposure

- Benefits from globally recognised faculty members with comprehensive expertise in education, practice, and research
- Graduates gain direct entry to the professional stage of the Singapore Chartered Accountant (CA) Qualification
- Provides opportunities for international exposure through exchange programmes and partnerships with top universities globally

Diverse Career Pathways + Strong Industry Connections

- Unlocks diverse opportunities in accounting and beyond with the internationally recognised Singapore Chartered Accountant (CA) designation
- Connects students to a global professional network via Reciprocal Membership Agreements (RMAs) and rigorous qualification standards



Make Decisions That Drive Real Impact

- Combine data science with strategic business thinking
- Develop analytical skills essential for fact-based leadership
- Learn to make high-impact decisions grounded in data

Master the Art of Data Communication

- Gain expertise in translating complex data into clear insights
- Build strong skills in data storytelling and visualization
- Influence business decisions through compelling communication

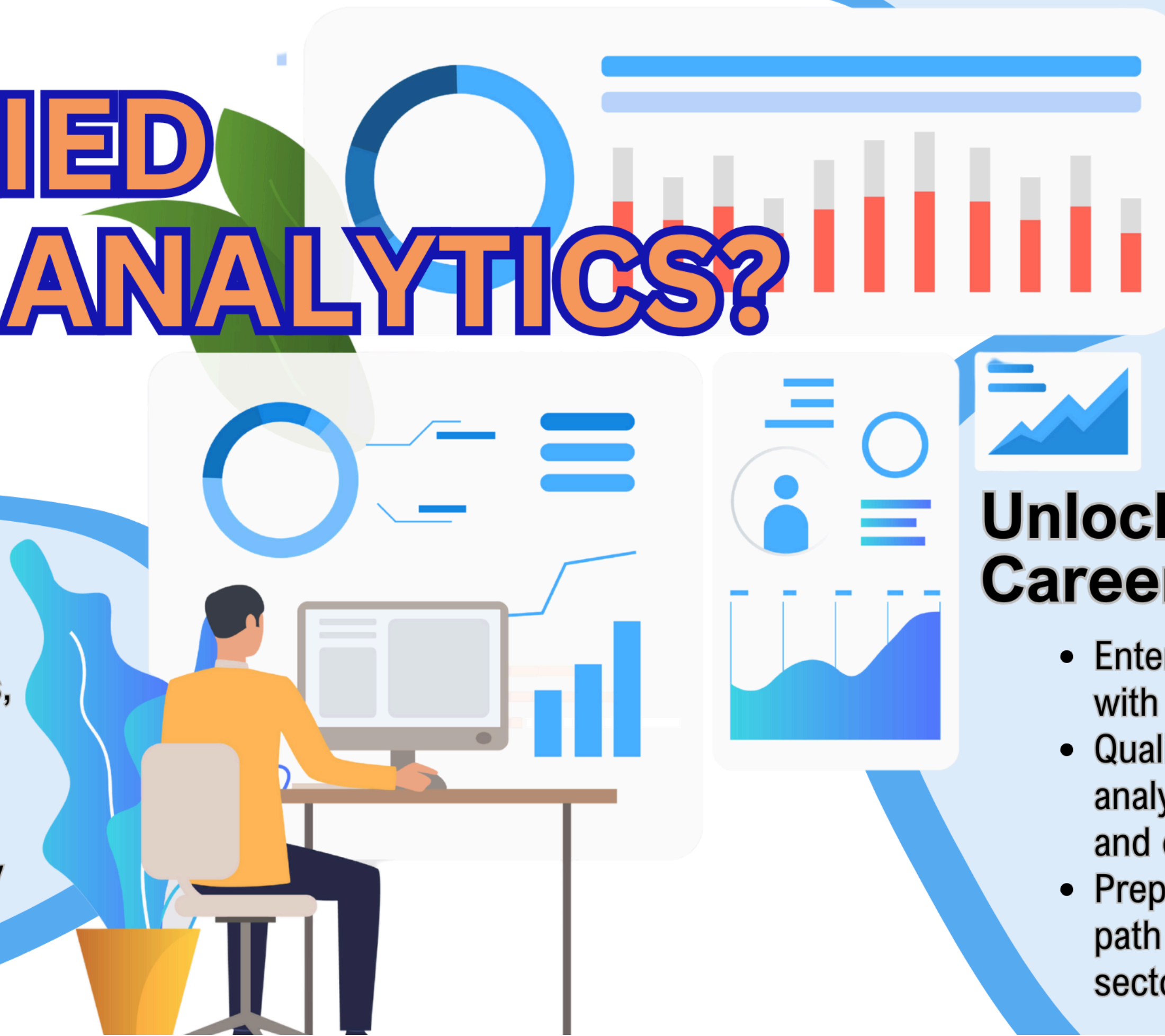
WHY APPLIED BUSINESS ANALYTICS?

Gain an Interdisciplinary Edge

- Apply analytics across diverse business functions: marketing, finance, operations, and more
- Build a strong foundation that supports learning in other business disciplines
- Develop a versatile skill set valued in any organizational role

Unlock Versatile Career Opportunities

- Enter a fast-growing job market with high demand for data skills
- Qualify for roles such as data analyst, BI analyst, data scientist, and operations analyst
- Prepare for a dynamic career path across industries and sectors



Applied Focus

- Unlike pure economics, it is grounded in real-world business contexts.
- Focuses on pricing, market structures, cost analysis, and strategic behavior.

Data-Driven Decisions

- Teaches how to use economic models for decision-making.
- Focuses on using data to make informed, evidence-based choices.

WHY BUSINESS ECONOMICS?

Strategy and Policy Insights

- Helps firms and policymakers anticipate market changes.
- Assists in assessing competition and navigating regulations.

Versatile Skillset

- Useful across industries like consulting and finance.
- Applicable to tech, logistics, and public sector roles.



Interdisciplinary Focus

Finance connects the dots across your core BBA studies and enables you to:

- understand the 'why' behind resource allocation in **MARKETING**
- quantify the real impact of strategic decisions in **MANAGEMENT**
- translate **ANALYTICS** insights directly into measurable financial outcomes
- evaluate cost-efficiency and risk in **SUPPLY CHAINS** to drive value, and
- provide the quantitative backbone for smarter decisions in *any* business role.

Industry Relevant and Market-Ready Skills

- Develops your proficiency in practical skills like financial modelling, valuation, and investment analysis techniques, Excel and Bloomberg terminal usage.
- Provides expertise directly applicable and highly valued in real world professional roles.

WHY FINANCE?

Unlock Career Opportunities

- Provides targeted preparation for high-impact careers.
- Equips you for demanding roles in Investment Banking, Asset Management, Corporate Finance, FinTech, REITs Management, Entrepreneurship and Consulting.

Practical Experience and Networking

- Provides opportunities for experiential learning through consulting projects.
- Helps build crucial industry connections through a strong alumni network.



Cutting-Edge Curriculum

The Finance curriculum:

- offers rigorous coursework to ensure you stay relevant and competitive
- includes cutting-edge topics like FinTech Innovation, Sustainable Finance, and Data Analytics, and
- ensures that you are well versed in Risk Management, Banking, Investments, Entrepreneurial Finance and more.

Global Innovation with An Asian Edge

- Gain a global perspective on innovation and entrepreneurship, with a focus on Asia
- Learn from faculty experienced in building ventures and driving innovation
- Engage with start-up communities through real-world projects and ecosystem immersion

Rigorous and Relevant Coursework

- Build a strong foundation, focusing on Asia's challenges and opportunities
- Master strategic frameworks to solve real-world problems
- Case-based learning and hands-on projects that connect theory with practice

Mastering Technological Innovation

- Explore how tech drives global innovation and reshapes Asian economies
- Design strategies for start-ups and corporates, focusing on regional adoption
- Assess the impact of emerging technologies like AI and automation on innovation

WHY INNOVATION & ENTREPRENEURSHIP?

Impact-Oriented Entrepreneurial Mindset and Leadership

- Tackle innovation challenges with critical thinking and strategy
- Foster an entrepreneurial mindset for value creation and societal impact
- Lead globally with insights into Asia's evolving innovation landscape

Skill Development for the Full Venture Lifecycle

- Gain comprehensive entrepreneurial expertise with a focus on Asian markets
- Hone funding, pitching, and negotiation strategies
- Learn to build and lead high-performing, cross-cultural teams for sustainable growth



Cutting-Edge Curriculum

- Understand how people & teams create impact in organisations
- Tailored learning in leadership, HR, and analytics
- Hands-on learning: case studies, simulations, consulting projects, role-playing

Career-Ready Skills

- Systems & creative thinking for dynamic business environments
- Strong leadership, interpersonal, negotiation & conflict resolution skills
- HR insights for decision-making, problem-solving & change management

WHY LEADERSHIP & HUMAN CAPITAL MANAGEMENT?

Exciting Career Pathways

- Thriving career opportunities in MNCs, consulting, startups, public & non-profits
- Roles: HR Analyst, L&D Specialist, Talent & Rewards Associate, HR Manager
- Alumni at IMDA, The Prime Minister's Office, JPMorgan, Deutsche Bank, Nestlé, Shopee, Mercer, Accenture, etc.

Talent Transformation

- Industry ties with IHRP & top HR leaders
- Networking via HCS events, alumni & industry experts
- HR-focused capstone projects & internships for hands-on career preparation



Lifeline for All Companies

- Key to generating revenue and growth
- Applies across industries including banking, fast-moving consumer products and services

Tuff, Not Fluff

- Systematic analyses of customers
- Creativity supported by data-driven insights

WHY MARKETING?

Left and Right Brain

- Encourages soft skills and sound creativity
- Sharpens numeric analyses to optimize strategies



Nothing Stays the Same

- Diverse roles from brand management to customer analytics
- Adaptable to dynamic world

Marketing is YOU

- Impacts our daily living
- We market ourselves when we pitch ideas, go for interviews

Pathway to Executive Leadership

- Many CEOs and top executives come from operations management backgrounds
- Operations management drives strategic decision-making
- Crucial for developing leadership skills in executive roles

Versatile Skill Set:

- Curriculum covers core operations and supply chain management areas
- Imparts methodologies applicable across business and engineering disciplines
- Expands career opportunities beyond traditional roles

WHY OPERATIONS & SUPPLY CHAIN MANAGEMENT?

Robust Job Market in Singapore

- Singapore is a growing global hub for supply chain management (SCM), with industry leaders like Procter & Gamble and Schneider Electric anchoring operations
- Rising demand for SCM talent across industries, including SMEs and startups
- SCM workforce is growing, with 70,000 professionals in Singapore and 700 new roles expected by 2025

Competitive Salary Prospects

- SCM professionals in Singapore earn a median salary of approximately S\$5,900, higher than the national median of S\$4,680 (EDB, 2023)
- Careers in SCM offer strong financial viability and attractiveness

Industry-Driven Curriculum

- Co-designed with industry leaders to meet current market needs
- Focuses on skills aligned with future trends in operations and SCM
- Enhances employability and prepares students for real-world challenges



MAD, Make a Difference!

Real estate isn't just about making money - it's about building places that matter. Join us to:

- Shape cities, create spaces where people live, work, and connect
- Impact society by driving sustainability, affordability, and community
- Be MAD - Make A Difference beyond just profits

WHY REAL ESTATE?

A Place Where You Matter

Real estate isn't just about buildings - it's about people. It's about you. Join us to:

- Be mentored by senior professionals who will readily share their expertise to support student growth
- Access scholarships, networking, internship, and career opportunities
- Be valued as an individual, and not as just another number in a large class of students



Urban Planning, Policy & Property Development

- Focuses on master planning, regulatory frameworks, and project development, shaping the built environment through government policies, strategic planning, and stakeholder engagement

Specific Roles Include:

- Investment Analyst, Fund Manager, Real Estate Consultant, Valuer, Research & Market Analyst, Urban Planner, and many more!

Pay Well, Live Well

Real estate professionals earn well too, and have a life outside work! You can look forward to:

- Higher earnings per hour because you work reasonable hours
- Smaller intake, leading to less competition and a close-knit alumni network
- The flexibility of building a career, pursuing passions, relationships, and personal growth

Broad Career Pathways

Real Estate Finance, Investment & Fund Management

- Focuses on capital markets, investment analysis, and managing real estate funds like REITs and private equity.

Corporate Real Estate & Asset Management

- Involves managing property portfolios for corporations and institutions, and enhancing asset value.

Real Estate Consulting & Market Analysis

- Delivers data-driven insights, valuations, and strategic advice to clients like developers, investors, and government agencies.



**Learn more about what makes
each major unique.**

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