

**DEFINE  
YOUR SUCCESS  
WITH NUS BUSINESS SCHOOL**

## BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)





# NUS BBA CURRICULUM

Explore a multidisciplinary A.G.I.L.E. curriculum that equips you with the right tools to succeed in a dynamic business world.

## COMMON CURRICULUM

### GENERAL EDUCATION

- Communities and Engagement
- Critique and Expression
- Cultures and Connections
- Data Literacy
- Digital Literacy (Decision Analytics using Spreadsheets)
- Singapore Studies

### BUSINESS ENVIRONMENT

- Business Communication for Leaders
- Business Ethics & Society
- Legal Environment of Business
- Managerial Economics
- Real Estate, Society and Enterprise

### GLOBAL EXPERIENCE MILESTONE

### WORK EXPERIENCE MILESTONE

### CROSS-DISCIPLINARY COURSE - FIELD SERVICE PROJECT

The NUS BBA degree is designed to be completed within 4 years of normal candidature, upon fulfilling a minimum of 160 units.

## MAJOR CURRICULUM

### 7 BUSINESS MAJORS

### ACCOUNTANCY MAJORS

### REAL ESTATE MAJORS

### BUSINESS FUNCTION COURSES

- Accounting for Decision Makers
- Finance
- Operations & Technology Management
- Organisational Behaviour
- Principles of Marketing
- Programming for Business Analytics

### COMPULSORY AND ELECTIVE COURSES FROM RESPECTIVE MAJORS

### CAPSTONE COURSE

- Strategic Management (Business majors)
- Integrated Perspectives in Accounting & Business (Accountancy major)
- Real Estate Development (Real Estate major)

## UNRESTRICTED ELECTIVES

Leverage the flexibility of unrestricted electives to shape your university education, diving into subjects that not only enrich your learning experience but also fuel your passion for knowledge.

## Typical Study Journey of a BBA Student





## 2<sup>ND</sup> MAJORS AND MINORS



# CUSTOMISE YOUR EDUCATION

Unrestricted electives offer students the freedom to explore courses aligned with their personal interests and career aspirations. This flexibility allows them to craft a well-rounded education by selecting one or multiple other majors and minors from within and beyond NUS Business School.

### PRIMARY BBA MAJOR

- Accountancy
- Applied Business Analytics
- Business Economics
- Finance\*  
(With option to specialise in Sustainable Finance)
- Innovation & Entrepreneurship
- Leadership & Human Capital Management
- Marketing
- Operations & Supply Chain Management
- Real Estate

*\*Students who read finance as a 2<sup>nd</sup> major may also specialise in Sustainable Finance*

### SECOND MAJOR

- Any other BBA Major; or
- Any other major offered within NUS



### MINOR

- Up to two BBA Minors to broaden your knowledge in the business landscape; or
- Other minor(s) offered within NUS

### FOR NON-BUSINESS STUDENTS

Explore either a 2<sup>nd</sup> Major/Minor in Management OR Minor in Entrepreneurship

**FIND OUT  
MORE HERE**



## DOUBLE DEGREE PROGRAMME

The Double Degree Programme (DDP) allows students to graduate with two different degrees in two disciplines. Business students may pursue the following disciplines:

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

**UP FOR  
A CHALLENGE?**  
LEARN MORE ABOUT  
THE DOUBLE DEGREE  
PROGRAMME HERE!



## CONCURRENT DEGREE PROGRAMME

The Concurrent Degree Programme (CDP) allows students to pursue a Bachelor's and Master's Degree concurrently.

### BACHELOR & MASTERS DEGREE

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



**AIMING FOR A MASTER'S  
QUALIFICATION?**  
CHECK OUT OUR  
CONCURRENT DEGREE  
PROGRAMME HERE!

### DID YOU KNOW?

#### GRADE FREE SCHEME FOR FRESHMEN

NUS aims to provide a supportive and enabling environment for undergraduates to make a successful transition to university life.

Students may exercise the Satisfactory/Unsatisfactory (S/U) option for up to 32 units for eligible courses read in the first two years; if this is not fully utilised, the S/U option may still be exercised for up to 12 units in subsequent semesters.

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



# BE CAREER-READY

## INDUSTRY EXPERIENCE

Internships play a vital role in university education, offering students invaluable real-world industry experience. At NUS Business School, completing an internship is a graduation requirement. Our students are prepped by BIZCareers from Year 1 for the workplace, with many completing at least two internships within their academic journey. Furthermore, students have the flexibility to decide whether they wish to earn academic credits for their internships.



READ MORE  
ABOUT  
OUR WORK  
EXPERIENCE  
MILESTONE

## CAREER ADVISORY RESOURCES

BIZCareers is the dedicated careers centre for students in NUS Business School, offering specialised coaching and workshops to develop essential career skills. They also foster industry connections and professional networking through corporate engagement events.



LET BIZCAREERS  
KICKSTART YOUR  
CAREER JOURNEY

## CREDIT-BEARING INTERNSHIPS

<b>4 Units</b>	<b>BI3704</b> Min. 8 weeks internship	<b>12 Units</b>	<b>BI3712</b> Min. 24 weeks internship
<b>8 Units</b>	<b>BI3708</b> Min. 16 weeks internship	<b>4 Units</b>	<b>BI3003</b> Min. 8 weeks internship (for non-business/ accountancy/real estate-related internships)

## NON CREDIT-BEARING INTERNSHIPS

<b>0 Units</b>	<b>BI3000</b> Min. 8 weeks internship
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## CAREER COMPASS STARTER WORKSHOPS

The Career Compass Starter Workshops guide students in cultivating the essential skills for their careers. Tailored to their needs, the BIZCareers team supports students on their journey, empowering them to achieve their unique career goals and unlock their future potential.

### YEAR 1

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

### YEAR 2

- Small Group Resume Clinics
- Small Group Mock Interview Clinics



## WORK-STUDY INTERNSHIP PROGRAMME

The Work-Study Internship Programme (WSIP) is a unique experiential programme that combines academic study with hands-on work experience. While acquiring relevant theoretical knowledge in the classroom, students engage in structured work placements with approved organisational partners. This integrated approach enables students to build industry-relevant skills and gain valuable real-world experience simultaneously.

WORK-STUDY  
INTERNSHIP  
PROGRAMME



## FIELD SERVICE PROJECT

The Field Service Project (FSP) is an engaging and immersive course where students collaborate with established organisations. Through direct interaction with business leaders, students gain valuable insights into real-world business challenges. The course hones their skills in identifying pain points, conducting in-depth research, and crafting actionable solutions to address these issues effectively.



SCAN HERE TO  
FIND OUT MORE  
ABOUT FIELD  
SERVICE PROJECT





# BE GLOBAL-READY



## OVERSEAS EXCHANGE PROGRAMMES

NUS Business School offers students exciting opportunities to study abroad at our partner universities, where they gain new perspectives in diverse cultural environments. These experiences broaden their horizons and hone essential soft skills for the global business world. Students can choose between a semester-long Student Exchange Programme (SEP) and a wide range of short-term summer and winter programmes.



CHECK  
OUT OUR  
UNIVERSITY  
PARTNERS  
HERE!



## STUDENT ACHIEVEMENTS

NUS Business School students regularly represent the school at prestigious platforms both locally and internationally. From international case competitions to regional sporting events, they are ever ready to make their mark beyond the classroom and on the global stage. Through these experiences, they showcase their drive, versatility, and competitive spirit while inspiring peers from around the world.

SATISFY YOUR  
COMPETITIVE  
STREAK. READ  
MORE HERE!



## MORE OVERSEAS PROGRAMMES

- Study Trips for Engagement & Enrichment (STEER)
- Southeast Asia Friendship Initiative (SFI)
- NUS Overseas College (NOC)
- International sports and other competitions



EXPLORE  
OTHER GLOBAL  
PROGRAMMES  
HERE!



# EXPERIENCE GROWTH BEYOND THE CLASSROOM

## CAMPUS LIVING

Students can enjoy diverse residential options and programmes that enrich their education, build vibrant communities, and foster lifelong friendships.



FIND OUT WHICH  
ACCOMMODATION  
OPTION SUITS YOU!

## NUSOne ONE HOLISTIC JOURNEY



DISCOVER  
ENDLESS  
POSSIBILITIES

NUSOne enriches the student experience by integrating academic learning with out-of-classroom activities for holistic development. It encourages a fresh view of university life which goes beyond grades and technical skills to include building friendships, contributing to the community, and developing essential life skills. As part of this initiative, Wednesday afternoons are primarily free from academic commitments, giving students the space to engage in a wide range of non-academic activities across the university.

## BIZAD CLUB

The NUS Students' Business Club (Bizad Club) represents NUS Business students and creates an exceptional student experience through impactful events like the Bizad Charity Run and Freshmen Orientation Projects. These initiatives foster meaningful connections and support students' personal and professional growth.



## 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.

## SCHOLARSHIPS & AWARDS

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



FOR MORE  
INFORMATION,  
SCAN HERE



## TUITION FEES



TO FIND OUT  
MORE ABOUT  
TUITION FEES,  
SCAN HERE



**NUS Business School**  
BIZ 2 Building, Level 5  
1 Business Link,  
Singapore 117592



@NUS\_BBA



NUS-BUSINESS-SCHOOL

**BBA.NUS.EDU.SG**



**APPLY  
NOW**



# INDUSTRY SECTORS OUR GRADUATES ENTER

## ACCOUNTANCY

- Audit & Assurance
- Financial Accounting
- Forensic Accounting
- Risk Advisory
- Tax Advisory

## E-COMMERCE

- Branding & Growth Marketing
- Enterprise Sales & Partnership
- People Operations & Talent
- Regional Operations & Supply Chain

## OTHER SECTORS

- Aviation, Maritime & Logistics
- Education
- Energy & Sustainability
- Fintech & Digital Assets
- Public Sector & Policy

## BANKING & FINANCE

- Asset & Wealth Management
- Corporate Banking & Transaction Services
- Global Markets
- Investment Banking
- Operations, Technology & Product Control
- Venture Capital & Private Equity

## HOSPITALITY

- Events & Conference Management
- Operations & Revenue Strategy
- Sales & Account Management

## PHARMACEUTICAL, HEALTHCARE & BIOMEDICAL SCIENCES

- Commercial Marketing & Sales
- Health Data Science
- Healthcare Finance & Operations
- Pharmaceutical Product Management

## CONSULTING

- Financial & Transaction Advisory
- Human Capital Consulting
- Management & Strategy Consulting
- Research & Programme Management

## HUMAN CAPITAL MANAGEMENT

- Executive Search
- HR Business Partnering & Strategy
- Learning & Development
- Talent Acquisition

## REAL ESTATE

- Asset & Corporate Real Estate
- Property Development & Urban Planning
- Property & Facilities Management
- Real Estate Investment & Fund Management
- Valuation & Advisory Services

## CONSUMER GOODS & RETAIL

- Brand Management
- Communications & Public Relations
- Digital Marketing & Content
- Retail Sales & Marketing

## LOGISTICS, MANUFACTURING & SUPPLY CHAIN

- Business Development
- Client Success & Logistics Coordination
- Market Strategy & Intelligence
- Operations & Manufacturing Management
- Supply Chain Planning & Inventory

## TECHNOLOGY

- Data Analyst & Insight
- Engineering & R&D
- Procurement & Supply Chain
- Product Management & Strategy
- Project & Partner Management

AND MORE...





# WHY CHOOSE NUS BUSINESS?

At NUS Business School, we groom students to be **A.G.I.L.E.** through an **Academically rigorous** curriculum, diverse **Global and experiential** opportunities, **Industry-relevant** infrastructure, and the ability to **Leverage established** networks while capitalising on **Expanded pathways** to success.



## GRADUATE EMPLOYMENT SURVEY 2024

## GROSS MONTHLY SALARY FOR GRADUATE YEAR 2024 (MEAN)

**91.1%**

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

**\$5,430**

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

**96.9%**

BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTANCY) (HONOURS)

**\$4,864**

BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTANCY) (HONOURS)

**92.5%**

BACHELOR OF SCIENCE (REAL ESTATE)

**\$4,452**

BACHELOR OF SCIENCE (REAL ESTATE)



## STATISTICS

**50,000+**

Strong Alumni Network

**4,000+**

NUS Business School Undergraduate Students

**61 Years**

of Developing Business Leaders

**We welcome applicants with various qualifications!**

**APPLY NOW**

