

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.

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.

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)





CUSTOMISE YOUR EDUCATION

2ND MAJORS AND MINORS



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 2nd major may also specialise in Sustainable Finance

SECOND MAJOR

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

OR

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 2nd 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

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.



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



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

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.



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.

CREDIT-BEARING INTERNSHIPS

4 Units **BI3704**

Min. 8 weeks internship

8 Units **BI3708**

Min. 16 weeks internship

12 Units **BI3712**

Min. 24 weeks internship

4 Units **BI3003**

Min. 8 weeks internship
(for non-business/
accountancy/real
estate-related internships)

NON CREDIT-BEARING INTERNSHIPS

0 Units **BI3000**

Min. 8 weeks internship

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



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!

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!



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!





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



APPLY NOW



NUS
BUSINESS
SCHOOL

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

BBA.NUS.EDU.SG



@NUS_BBA



NUS-BUSINESS-SCHOOL



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

91.1%
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

GROSS MONTHLY SALARY FOR GRADUATE YEAR 2024 (MEAN)

\$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

