BSc BUSINESS WITH MINOR

(2018 Undergraduate Programmes)

SCHOOL OF BUSINESS
Programme Overview

The BSc Business programme at Singapore University of Social Sciences (formerly known as SIM University) provides students with the knowledge and skills to:
• analyse the contemporary business landscape,
• create viable business plans, and
• manage challenges and solve issues in the workplace.

The programme has the defining characteristic of being practice-based and industry-oriented. The aim is to bring the business world into our classrooms and our classes into the business world. This is achieved through case studies, industry talks, and faculty who have industry and professional experience.

The Faculty

With a dedicated team of full-time and associate faculty members, the School of Business offers students a stimulating and enriching learning experience. Our faculty are not only academically qualified, but also have many years of professional experience. As a result, we can offer our students an education that is not only academically rigorous but also professionally relevant.

Learning

Learning at the School of Business is rigorous and stimulating. The focus is on acquiring knowledge in essential business functions and management skills that enable students to develop:
• an analytical approach to problem solving and decision making, and
• an affinity towards ‘Business Excellence’ and integrity.

Lectures are mainly pre-recorded and delivered online, allowing students to exercise self-discipline and enjoy the flexibility of attending lectures anytime, and from any location with internet access.

Learning in the classroom is achieved through seminars in which participation and discussion form the basis of the students’ business education.

“Studying for a degree while working has taught me to juggle many different tasks at once. It is an attribute that many prospective employers will favourably consider.” (Ms. Adelynn Cho Hui Ling, BSc in Business graduate, 2014)

Message from the Dean

“The School of Business at Singapore University of Social Sciences aims to nurture business and management professionals who can communicate well, resolve intricate business issues effectively, and manage complexities efficiently in today’s highly competitive and dynamic business environment. We will prepare our students to become knowledgeable professionals who are ready to manage and lead.

We strive to give our students a valuable learning experience by providing them with experienced and inspiring teaching faculty complemented with a supportive and flexible learning environment. Leveraging on our strong industry links and business networking, we aim to bring the business world to our business school through case study, work-based assessments, and guest speaker seminars. We will also bring the business school to the business world through industry site visits and overseas study trips.

We provide a pathway for students to obtain a quality university education and the relevant foundation to achieve their desired career goals.”

Associate Professor Lee Pui Mun
Dean, School of Business
Singapore University of Social Sciences

Programme Structure

The BSc Business curriculum is structured around the key business areas set out in the Business Excellence Framework. Understanding the framework will equip the students with knowledge and skills in the main functional areas of business. They will be able to contribute to business excellence in their organisations, and ultimately to their overall profitability and long-term sustainability.

The focus of our curriculum aims to develop functional skills broadly defined in the following clusters:

• Management, Marketing and Law:
  Executives and managers need management, marketing and legal knowledge to plan, negotiate and promote organisation’s business objectives.

• Accounting, Economics, Finance and Quantitative Skills:
  Organisation’s sustainability and growth depend on sound management decisions based on economic, financial and accounting principles. Executives and managers with such skills are highly valued.

• Strategy, IT and Quality Management:
  Companies stay competitive because of their leaders’ vision, strategic decision-making, capital investment and optimal use of human and IT resources. This cluster of domain knowledge comprises the essential skills that executives and managers need to aim for senior corporate positions.
The programme provides a broad understanding of business without sacrificing the depth of knowledge in critical business functions. It prepares graduates for careers in general management, while equipping them with sufficient fundamentals to specialise in one of the functional areas of business if they so decide.

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with honours.

All shortlisted candidates will be interviewed. Offers will be made only after the admission interviews.

### CURRICULUM

#### Level 1 Business Compulsory Courses

(Total 15 cu)
- Business Skills and Management*
- Organisational Behaviour
- Statistics

#### Level 2 Business Compulsory Courses

(Total 40 cu)
- Financial Accounting
- Managerial Accounting
- Contract and Agency Law
- Company and Tort Law
- Business Excellence
- Managerial Economics
- Managing Operations
- Marketing Management

#### Level 3 Business Compulsory Courses

(Total 15 cu)
- Financial Management
- Project Management
- Customer Relationship Management

#### Level 4 Business Compulsory Courses

(Total 10 cu)
- Strategy (10 cu)

#### Business Elective Courses

(Total 40 cu)
- Independent Study
- Quantitative Methods
- Operations Management
- Business Negotiation
- Starting and Managing a Business
- Product/Service Innovation and Design
- IT-enabled Business Transformation
- Total Quality Management
- Political Economy
- Doing Business in China

It is strongly recommended that all students should register for Business Skills and Management as the first course. Attendance is compulsory.

Up to 10 cu of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programme (course pre-requisite applies).

“Hosting seminars with business leaders is one of the ways to bring business to students and expand their networking opportunities”. Dr. Calvin Chan, Vice Dean of School of Business.
Programme Structure

The two BSc Business with minor degree programmes have the same major-minor structure. In both programmes, students are required to complete 80 cu of major courses and 40 cu of minor courses.

Students enrolled in either minor must complete all courses (80 cu) in the following four baskets:

**Level 1 (Compulsory)**
- Business Skills and Management
- Organisational Behaviour
- Statistics

**Level 2 (Compulsory)**
- Financial Accounting
- Contract and Agency Law
- Company and Tort Law
- Business Excellence
- Managerial Economics
- Managing Operations
- Marketing Management

**Level 3 (Compulsory)**
- Financial Management
- Project Management
- Business Negotiation
- Customer Relationship Management

**Level 4 (Compulsory)**
- Strategy (10 cu)

The minor courses are detailed under the respective minor programme described below.

**Minor in Contemporary China Studies**

In the short span of a few decades, China has moved from a centrally-planned to a market-oriented economic system and in the process, it became the world’s second largest economy, attracting firms from across the globe seeking business opportunities in the most populated country in the world.

Thanks to China’s continued growth, the next decades will offer even more avenues for expansion and in order to ensure that our students are in a privileged position to seize these newer opportunities, we are pleased to offer the Minor in Contemporary China Studies (CCS).

The courses of that minor are aimed at providing business students with a comprehensive understanding of the political, social and cultural dimensions of China as well as a sound analysis of its business landscape so that our graduates are savvier while doing business with Chinese companies or operating businesses in China.

Through the multi-disciplinary CCS courses of the minor curriculum that are complemented by an overseas study mission to Beijing, students will gain exposure to China’s socio-cultural realities and business situations that are both complex and significantly different from the ones familiar to Singapore-based companies. These insights and experiences will give our graduates a competitive advantage among potential employers in both the public and private sectors who wish to enter or expand their businesses in China.

Aside from the 80 cu of compulsory business major courses, students enrolled in the minor in Contemporary China Studies must complete 40 cu of minor courses.
Minor courses

Students enrolled in this minor are required to complete all courses in the following basket of minor compulsory courses (All courses are 5cu course and are conducted in English. A total of 20 cu):

**Level 1 (Compulsory)**

- The Making of Modern China
- Government and Politics in China
- Chinese Economy in Transformation
- Chinese Society in Transition

Students enrolled in this Minor are required to complete 20 cu in the following two baskets of minor elective courses, where at least 10 cu are from level 3 courses.

**Level 2 (Electives)**

- Policy Making in China
- Chinese Cultural Psychology
- China's Rise and Its Implications

**Level 3 (Electives)**

- Comparative Development of Hong Kong and Taiwan
- Doing Business with China
- Political Economy of Asia
- Globalisation and Social Change
- Overseas Study Mission (China-Beijing)

Minor in Psychology

The minor in psychology will provide business degree graduates with fundamental knowledge and understanding of human psychology. This focus will help managers handle a wide variety of situations involving individuals and groups, both within as well as outside the organisation.

Internally, business degree graduates with a minor in psychology will make better decisions in the context of employee motivation and supervision as well as in most human resource management functions and activities such as recruitment and selection, orientation, training and development and compensation and benefits. They will also be competent to develop and nurture teamwork and positive interactions between work groups as well as tap on the benefits that workforce diversity can bring to the organisation.

Externally, the minor in psychology will help managers better understand the pervasive influence that human psychology has on markets and the fluctuations of demand and supply. It will also make graduates more competent business negotiators and better marketers as they will have developed a much more comprehensive understanding of the underlying factors affecting consumer behaviour.

Aside from the 80 cu of compulsory business major courses, students enrolled in the minor in Psychology must complete 40 cu of minor courses.

Minor courses

Students enrolled in this minor are required to complete all courses in the following basket of minor compulsory courses (Both courses are 5cu course. A total of 10 cu):

**Level 1 (Compulsory)**

- Introduction to Psychology 1
- Introduction to Psychology 2

Students enrolled in this Minor are required to complete 30 cu in the following two baskets of minor elective courses, where at least 10 cu are from level 3 courses (All courses are 5 cu course):

**Level 2 (Electives)**

- Organisational Psychology
- Social Psychology
- Educational Psychology
- Personality and Individual Differences

**Level 3 (Electives)**

- Cognitive Psychology: Exploring the Mind
- Personnel Assessment and Selection
- Positive Psychology
- Psychology of Creativity
- Human Factors Psychology
- Biological Basis of Psychology
- Psychology of Consumer Behaviour

For more information on our BSc Business, please visit suss.edu.sg/BSBZ
Admissions

You must be a Singapore citizen, permanent resident or a resident in Singapore. In addition, you will need to meet these minimum requirements:

- GCE ‘A’ level with two passes (prior to 2006) or two H2 passes (from 2006), or local Polytechnic Diploma or International Baccalaureate (IB) Diploma or NUS High School Diploma. Applicants with an acceptable SAT I score may be considered for admission on a case-by-case basis;
- Two years of full-time work experience, or currently employed on a full-time basis; and
- At least 21 years old.

Some programmes may have additional requirements. Please refer to the individual programme pages for details.

Shortlisted candidates may be required to undergo one or more interview(s) and/or take written admission or other evaluation tests.

All applications are considered individually on merit, and the offer of admission depends on the number of places available. Admission is solely at the discretion of Singapore University of Social Sciences.

How to Apply

Applications are to be made online via suss.edu.sg. You must submit all the required documents together with your admission application. Incomplete applications will not be considered.

Tuition Fees and Government Subsidy

The amount of course fee you pay in each semester depends on the number of courses you take in that semester. Course fees cover all study materials, classes, supervision, assignments and examinations. They do not include costs for textbooks and other additional items specified by the university from time to time.

Students may be eligible for a government subsidy of up to 55% of the course fee. In addition, Singapore Citizens (SC) aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with Singapore University of Social Sciences and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will pay tuition fees that are 60% lower than the standard subsidised fees payable by other SC students who are below 40 years old.

All Singaporeans aged 25 and above can use their $500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

Please visit suss.edu.sg for current tuition fees and eligibility criteria for the government subsidy and SkillsFuture Mid-Career Enhanced Subsidy.

Internet Access

All Singapore University of Social Sciences’ students must have access to a computer or laptop and the Internet in order to use the electronic and website facilities, which allow access to course, academic or administrative information.

Contact Details

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