Programme Overview

The BSc Business programme at Singapore University of Social Sciences 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 studies, 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:**
  An 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 and Managerial Accounting
- Analytics for Decision Making
- 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 for Business (10 cu)

### Business Elective Courses

**Choose 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
- Lean Six Sigma
- Doing Business with China
- Political Economy of Asia

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

#### Honours Compulsory Courses

**Total 30 cu**
- Financial Accounting Frameworks (2.5 cu)
- Managing Finance in an Organisation (2.5 cu)
- Managing Sustainable Operations
- Managing and Leading to Achieve Organisational Excellence
- Corporate Governance, Social Responsibility and Enterprise Risk Management
- Business Applied Project (10 cu)

#### Honours Elective Courses

**Total 10 cu**
Students may read any 10 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

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

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

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

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

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

BSc BUSINESS WITH CONTEMPORARY CHINA STUDIES
BSc BUSINESS WITH INTERNATIONAL TRADE MANAGEMENT
BSc BUSINESS WITH PROCUREMENT MANAGEMENT
BSc BUSINESS WITH PSYCHOLOGY

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 5 cu course and are conducted in English). A total of 20 cu.

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

Level 2 (Compulsory)
- Financial and Managerial 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 for Business (10 cu)
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 1 (Compulsory)**
- The Making of Modern China
- Government and Politics in China
- Chinese Economy in Transformation
- Chinese Society in Transition

**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
- Globalization and Social Change
- Overseas Study Mission (China-Beijing)

**Minor in International Trade Management**

The International Trade Management minor provides business students with good functional knowledge and soft skills to support the regional growth of Singapore’s wholesale trade, and be proficient with technological developments that affect wholesale trade. Students will be equipped with cultural intelligence skills in relating with trading partners and conducting wholesale trade, especially in Asia, and have integrity in their work and in society.

Aside from the 80 cu of compulsory business major courses, students enrolled in the minor in International Trade Management 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 5 cu course). A total of 25 cu.

**Compulsory**
- IT-Enabled Business Transformation
- International Trade Management
- Trade Operations
- Trade Regulations and Compliance
- Business-to-Business Marketing

Students enrolled in this Minor are required to complete 15 cu in the following two baskets of minor elective courses (all courses are 5 cu course).

**Study Mission Elective**
- Overseas Study Mission Courses

**Electives**
- Analytics for Decision-Making
- Total Quality Management
- Financial Instruments, Institutions and Markets
- Supply Chain Management
- Transport Management
- Warehousing and Material Handling
- Information Management for Supply Chains
- Sourcing and Supply Management
- International Trade Law
- Trade Finance
- Ocean Freight Management
- Air Freight Management
- Sales Management
- Internet & Social Media Marketing

**Minor in Procurement Management**

The Procurement Management minor provides business students with a good foundation in procurement to support social and economic objectives, to contribute to the organisation’s outcomes, and to enhance collaboration among entities in the procurement process. Students will be equipped with the necessary skills to strike the right balance between accountability, prudent use of funds and operational efficiency, and uphold integrity in their work and in society.
Aside from the 80 cu of compulsory business major courses, students enrolled in the minor in Procurement Management 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 5 cu course). A total of 30 cu.

**Compulsory**

- Procurement Operations
- Procurement Ethics and Corporate Social Responsibility
- Supplier Relationship Management
- Category Management and Supplier Evaluation
- Procurement Strategy and Policy
- One business elective course

Students enrolled in this Minor are required to complete 10 cu in the following two baskets of minor elective courses (all courses are 5 cu course).

**Electives**

- Analytics for Decision-Making
- Supply Chain Management
- Inventory Management
- International Trade Law

**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 5 cu 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
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 a Technical Diploma from ITE, or other Diploma qualifications plus an acceptable SAT or ACT (with Writing) 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 visit suss.edu.sg/PT and 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.

The tuition fee subsidy from the Singapore Government comes in the form of a tuition grant which is administered by the Ministry of Education (MOE) and is offered to eligible students studying for an undergraduate degree with the Singapore University of Social Sciences (SUSS). Singapore Citizens aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with SUSS and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will enjoy a higher subsidy.

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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