JOIN THE U THAT BELIEVES IN U.

SCHOOL OF BUSINESS

2018 | Part-time Undergraduate Programmes
The School of Business (SBIZ) offers various programmes designed to prepare managers and strategic thinkers for our highly competitive business world. Our programmes ensure that graduates are equipped with broad business fundamentals in general, and have the capability to fulfil the specialised needs of their chosen industries in particular. The unique paths that are set out for individuals to choose from help to stimulate and arouse their enthusiasm, shaping them to be outstanding and distinctive individuals. Graduates can expect to have a good mix of both theoretical learning and practical applications that will broaden their managerial knowledge and skills, and strategically positioning them to be effective leaders and decision-makers.

- Bachelor of Accountancy
- BSc Business
- BSc Business with Contemporary China Studies
- BSc Business with Psychology
- BSc Business Analytics
- BSc Finance
- BSc Marketing
- BSc Logistics and Supply Chain Management
- BSc Management and Security Studies
- BA Visual Communication with Business
A Message from the Dean

Associate Professor
LEE PUI MUN
Dean
School of Business

The world has seen tremendous changes in the past 50 years and these technological and social changes have led us to face a more complex work environment. At the same time, advanced economies are seeing a seismic shift towards a service economy in which we see an increasing need for highly skilled business managers to support and manage its intricate service operations and personnel. The School of Business (SBIZ) at Singapore University of Social Sciences (formerly known as SIM University) offers programmes designed to prepare graduates to be managers and strategic decision makers in the highly competitive world of business. Our School aims to educate business minds and hopefully in the process transform the lives of our students as they graduate with a Singapore University of Social Sciences business degree.

Students in our School can expect to have a good mix of both theoretical and applied learning that will nurture them to be effective leaders and decision-makers once they graduate. Our unique curriculum in the School of Business is designed to bring business reality into the classroom and the students into the business world. We believe in helping our students to obtain a relevant business and management degree that will support an enriching career and we make sure we prepare our students to become business professionals who are ready to manage and lead. We strive to give our students a good learning experience by providing dedicated, experienced and inspiring teaching faculty and a supportive and flexible learning environment so that our students can study while they work.
10 GOOD REASONS TO STUDY AT

HIGH ACADEMIC STANDARDS

MORE THAN 70 DEGREE PROGRAMMES OVER 5 SCHOOLS

INDUSTRY-RELEVANT CURRICULA

FLEXIBLE AND SELF-PACED LEARNING

GOVERNMENT TUITION GRANT OR SUBSIDY FOR ELIGIBLE STUDENTS
SINGAPORE UNIVERSITY OF SOCIAL SCIENCES

- Practice-oriented approach
- Experienced faculty members and industry experts
- Lifelong educational opportunities
- Focus on real-world learning
- Well-designed online learning resources
This programme is designed to provide students with broad general business skills, as well as strong academic and professional training in financial accounting, management accounting, assurance and taxation.

The programme will appeal to accounting executives looking to upgrade their accountancy skills and knowledge for accounting-related employment and to become a Chartered Accountant of Singapore.

This is a direct Honours programme; graduating students who meet the Honours eligibility criteria will be awarded the respective Honours classification. To graduate, students are required to complete a total of 170 credit units (cu) of courses, inclusive of 10 cu of university core courses.

Applicants to this programme will be evaluated on academic merit, relevant work experience, motivation in pursuing the programme and communication skills. Interviews will be conducted for all shortlisted applicants to assess their suitability.
The programme is designed to aid students in their progression towards qualifying as a Chartered Accountant of Singapore. Accounting-trained professionals are hired across all industries and public agencies. They are sought after in a variety of occupations from accountants to auditors and in areas such as risk management, financial analysts, tax professionals and more.

The Bachelor of Accountancy degree is recognised by the Accounting and Corporate Regulatory Authority (ACRA). This means that graduates will have satisfied the qualification requirement for the purpose of registration as a Public Accountant under the Accountants Act (Cap.2). The degree is also accredited by the Singapore Accountancy Commission (SAC) for direct entry into the Singapore CA Qualification which is an admission requirement for membership of the Institute of Singapore Chartered Accountants (ISCA) and registration as a Chartered Accountant of Singapore.

For graduates of this programme, the Chartered Institute of Management Accountants (CIMA) and the Association of Chartered Certified Accountants (ACCA) will grant some exemptions for the purpose of registering and taking their professional examinations. Graduates will be exempted from the five Certificate Level examinations and the six Operational and Management Level Objective tests from CIMA; and for ACCA, graduates will be exempted from all FIA papers and also F1 to F8 papers.

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**CAREER PROSPECTS**

The programme is designed to aid students in their progression towards qualifying as a Chartered Accountant of Singapore. Accounting-trained professionals are hired across all industries and public agencies. They are sought after in a variety of occupations from accountants to auditors and in areas such as risk management, financial analysts, tax professionals and more.

The Bachelor of Accountancy degree is recognised by the Accounting and Corporate Regulatory Authority (ACRA). This means that graduates will have satisfied the qualification requirement for the purpose of registration as a Public Accountant under the Accountants Act (Cap.2). The degree is also accredited by the Singapore Accountancy Commission (SAC) for direct entry into the Singapore CA Qualification which is an admission requirement for membership of the Institute of Singapore Chartered Accountants (ISCA) and registration as a Chartered Accountant of Singapore.

For graduates of this programme, the Chartered Institute of Management Accountants (CIMA) and the Association of Chartered Certified Accountants (ACCA) will grant some exemptions for the purpose of registering and taking their professional examinations. Graduates will be exempted from the five Certificate Level examinations and the six Operational and Management Level Objective tests from CIMA; and for ACCA, graduates will be exempted from all FIA papers and also F1 to F8 papers.

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**BUSINESS COMPULSORY COURSES**

- Level 1
  - Statistics
  - Quantitative Methods

- Level 2
  - Contract and Agency Law
  - Company and Tort Law
  - Human Behaviour in Organisations
  - Managerial Economics
  - International Economics
  - Marketing Management

- Level 3
  - Financial Instruments, Institutions and Markets
  - Financial Management

- Level 4
  - Strategy for Business (10 cu)

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**ACCOUNTANCY COMPULSORY COURSES**

- Level 1
  - Financial Accounting
  - Managerial Accounting
  - Financial Reporting

- Level 2
  - Intermediate Financial Reporting
  - Accounting for Decision Making and Control
  - Introduction to Income Tax
  - Accounting Information Systems

- Level 3
  - Advanced Financial Reporting
  - Assurance and Attestation
  - Advanced Assurance and Attestation
  - Taxation of Companies and Partnerships
  - International Taxation and Tax Planning
  - Strategic Management Accounting

- Level 4
  - Financial Statement Analysis and Valuation
  - Accounting Theory and Practice (10 cu)

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**ELECTIVE COURSES**

- Four Elective Courses from Accountancy, Business Analytics and/or Finance majors

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Explanatory Notes

1 Up to 10 cu of the Electives can be replaced by two General Electives, which are courses offered under the General Studies Programme (course pre-requisites apply)
WHY DID YOU CHOOSE SINGAPORE UNIVERSITY OF SOCIAL SCIENCES OVER OTHER SCHOOLS?

At Singapore University of Social Sciences, I have the flexibility to plan the number of courses that I would like to study in every semester. This allows me to study at my own pace.

For my degree, Bachelor of Accountancy, I would also be given exemption, allowing me for direct entry into the professional programme should I decide to study for the Singapore CA Qualification in the future.

In addition, studying in this University enables me to get government subsidy for my tuition fees. There is also financial aid available, such as the MOE Bursary.

WHAT DO YOU LIKE MOST ABOUT THE UNIVERSITY?

I get to know a lot of people during my time in the University from the classes I am in and through events such as student orientation and open house. For some of us, we even keep in touch and become friends.

IN WHAT WAYS DOES THE UNIVERSITY EXCEED YOUR EXPECTATIONS?

The accounting courses are up-to-date and incorporate the needs of the accounting industry. All my lecturers in Singapore University of Social Sciences are knowledgeable and approachable.
The BSc Business degree programme provides students with key business concepts, theories and skills that are applied to real-life business contexts and decision making situations. Our courses equip students with knowledge in the main functional areas of business, e.g., Accounting, Finance, Operations, Marketing, Logistics and Strategy, that are taught through real-world cases, discussions and practice-oriented assignments.

The programme provides a broad education in 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 subsequently.

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.

Look for opportunities to interact with your lecturers and coursemates and learn from one another. The journey will be a fulfilling one.
This programme is targeted at those who want to acquire a broad coverage of core business topics as well as in-depth knowledge in relevant business competencies and major business structures and environments so as to be able to function as a business executive/manager in any organisation.

Graduates from this programme can take on a diverse portfolio of positions in many different industries. Organisations requiring such professionals include consultancy firms, financial institutions, marketing research firms, government agencies, service-related businesses, manufacturing support, and others. Business professionals can work in all major functional areas of a business value chain, such as operations, procurement, logistics, marketing and sales, human resources, as well as all business support activities.

### Who is this for?

This programme is targeted at those who want to acquire a broad coverage of core business topics as well as in-depth knowledge in relevant business competencies and major business structures and environments so as to be able to function as a business executive/manager in any organisation.

### Career Prospects

Graduates from this programme can take on a diverse portfolio of positions in many different industries. Organisations requiring such professionals include consultancy firms, financial institutions, marketing research firms, government agencies, service-related businesses, manufacturing support, and others. Business professionals can work in all major functional areas of a business value chain, such as operations, procurement, logistics, marketing and sales, human resources, as well as all business support activities.

### Business Compulsory Courses

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Skills and Management</td>
<td>Financial and Managerial Accounting</td>
<td>Financial Management</td>
<td>Strategy for Business (10 cu)</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td>Analytics for Decision Making</td>
<td>Project Management</td>
<td></td>
</tr>
<tr>
<td>Statistics</td>
<td>Contract and Agency Law</td>
<td>Customer Relationship Management</td>
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<tr>
<td></td>
<td>Company and Tort Law</td>
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<td></td>
<td>Business Excellence</td>
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<td></td>
<td>Managerial Economics</td>
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<td></td>
<td>Managing Operations</td>
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<td></td>
<td>Marketing Management</td>
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</table>

#### Total: 80 cu

### Business Elective Courses

<table>
<thead>
<tr>
<th>Level 3</th>
<th>Level 4</th>
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</thead>
<tbody>
<tr>
<td>Independent Study</td>
<td>Business Applied Project (10 cu)</td>
</tr>
<tr>
<td>Quantitative Methods</td>
<td></td>
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<tr>
<td>Operations Management</td>
<td></td>
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<tr>
<td>Business Negotiation</td>
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<tr>
<td>Starting and Managing a Business</td>
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<tr>
<td>Product/Service Innovation and Design</td>
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<tr>
<td>IT-enabled Business Transformation</td>
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<tr>
<td>Total Quality Management</td>
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<tr>
<td>Political Economy of Asia</td>
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<tr>
<td>Doing Business with China</td>
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<tr>
<td>Lean Six Sigma</td>
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</tbody>
</table>

#### Total: 40 cu

### Honours Compulsory Courses

<table>
<thead>
<tr>
<th>Level 4</th>
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</thead>
<tbody>
<tr>
<td>Financial Accounting Frameworks (2.5 cu)</td>
</tr>
<tr>
<td>Managing Finance in an Organisation (2.5 cu)</td>
</tr>
<tr>
<td>Managing Sustainable Operations</td>
</tr>
<tr>
<td>Managing and Leading to Achieve Organisational Excellence</td>
</tr>
<tr>
<td>Corporate Governance, Social Responsibility and Enterprise Risk Management</td>
</tr>
</tbody>
</table>

#### Total: 30 cu

### Honours Elective Courses

<table>
<thead>
<tr>
<th>Level 5</th>
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</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

#### Total: 10 cu

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**Explanatory Notes**

1. All students must register for Business Skills and Management as a first course. Attendance is compulsory. Students who fail to attend the course may have to defer the commencement of the programme to the next semester.

2. You can choose 30 cu of business elective courses and 10 cu of General Electives, which can also include business elective courses.
ASIDE FROM THE BSc BUSINESS, STUDENTS CAN CHOOSE ONE OF THE FOLLOWING TWO MINORS:

**BSc BUSINESS WITH CONTEMPORARY CHINA STUDIES**

The Contemporary China Studies minor course is 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 they are savvier when doing business with Chinese companies or operating businesses in China.

**BSc BUSINESS WITH 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.

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.

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

All shortlisted candidates will be interviewed. Offers will be made only after the admission interviews.
All students must register for Business Skills and Management as a first course. Attendance is compulsory. Students who fail to attend the course may have to defer the commencement of the programme to the next semester.
The Business Analytics programme provides students with skill sets that are becoming more relevant to all organisations operating in this Big Data era. Business analytics is the use of data-driven techniques and tools to provide business managers with critical insights of the operational and performance characteristics in all aspects of a business. By applying appropriate techniques and tools, data can be integrated and transformed into value-added information or business intelligence that can help an organisation to improve its performance, understand and serve its customers better, strengthen its partnerships with major stakeholders, and identify areas of improvement in the organisation’s processes. While business analytics is frequently associated with data mining, it also covers areas such as text mining, statistics and others.

Graduates of this programme could work in a diverse portfolio of jobs across different types of organisations. These organisations include business analytics vendors and system integrators, consulting and marketing research firms and end-users of business analytics across the private and public sectors as well as be employed in Institute of Higher Learning. Job roles could include decision science consultants, data mining specialists, modelling specialists, marketing analysts, web analysts, business analysts, and others. Applications of business analytics include diverse fields such as customer relationship management, risk management, fraud detection, service quality, supply chain analysis, etc.

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.

In addition to meeting the minimum admission criteria, applicants are also required to have: at least a B4 grade in GCE ‘O’ level Mathematics, or a pass in GCE ‘O’ level Additional Mathematics, or a pass in GCE ‘H1’ level Mathematics or Statistics, or a pass in GCE ‘A’ level Mathematics. Mathematics courses taken at the diploma level will be considered if applicants do not meet the above minimum eligibility criteria.

All shortlisted candidates will be interviewed. Offers will be made only after the admission interviews.
This programme targets working adults and mature learners who are in jobs who require skills to make sense of the immense data that is collected be it on the Internet or in databases or data warehouses.

Professionals in IT or other fields seeking a mid-career switch to jobs in Business Analytics can also benefit from this programme.

What do Business Analytics Graduates work as and where can they work in?

There are typically 5 types of organisations that will employ our graduates. They are business analytics vendors and system integrators, consulting and marketing research firms and end-users of business analytics across the private and public sectors as well as those working in Institute of Higher Learning. The following are the job roles and companies that have employed our graduates:

<table>
<thead>
<tr>
<th>Job Role</th>
<th>Company</th>
<th>Type of Organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytics Consultant</td>
<td>Sift Analytics Group (formerly known as SPSS BI Singapore)</td>
<td>Business Analytics Vendors and System Integrators</td>
</tr>
<tr>
<td>Associate Analytics Consultant</td>
<td>SAS Singapore</td>
<td>Consulting and Marketing Research Firm</td>
</tr>
<tr>
<td>Technical Analyst</td>
<td>NTT Data Business Solutions</td>
<td>Consulting and Marketing Research Firm</td>
</tr>
<tr>
<td>Decision Science Consultant</td>
<td>Aimia (formerly known as Carlson Marketing)</td>
<td>Consulting and Marketing Research Firm</td>
</tr>
<tr>
<td>Research Analyst</td>
<td>Acorn Marketing and Research</td>
<td>Consulting and Marketing Research Firm</td>
</tr>
<tr>
<td>Client Solution Executive</td>
<td>The Nielsen Company</td>
<td>Consulting and Marketing Research Firm</td>
</tr>
<tr>
<td>Data Analyst</td>
<td>Carlson Hotels, Asia Pacific</td>
<td>Consulting and Marketing Research Firm</td>
</tr>
<tr>
<td>Manager, Web Analytics and Content</td>
<td>Millenium and Copthorne</td>
<td>End-users of Business Analytics - Private</td>
</tr>
<tr>
<td>Customer Touchpoint Measurement Specialist</td>
<td>OCBC Bank</td>
<td>End-users of Business Analytics - Private</td>
</tr>
<tr>
<td>Analyst</td>
<td>OCBC Bank</td>
<td>End-users of Business Analytics - Private</td>
</tr>
<tr>
<td>Analyst, Business Analytics - Consumer Banking</td>
<td>DBS Bank</td>
<td>End-users of Business Analytics - Private</td>
</tr>
<tr>
<td>Data Analytics Manager</td>
<td>Singtel</td>
<td>End-users of Business Analytics - Private</td>
</tr>
<tr>
<td>Sales Operations Support Analyst</td>
<td>Thomson-Reuters</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Marketing Analytics Analyst</td>
<td>Marina Bay Sands</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Research Assistant</td>
<td>NUS</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Manager, Management Information Unit</td>
<td>WDA</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>IT Consultant</td>
<td>MOM</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Manager, Business Compliance</td>
<td>MOM</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Senior Executive, Data Miner</td>
<td>SMRT</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Executive, Transport Planning (Data Mining)</td>
<td>SMRT</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Assistant Executive, Quality Service</td>
<td>MND</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Data Management Executive</td>
<td>Ministry of Social and Family Develop- ments</td>
<td>End-users of Business Analytics - Public</td>
</tr>
<tr>
<td>Lecturer and Course Co-ordinator, Business Intelligence and Analytics</td>
<td>Temasek Polytechnic</td>
<td>Institute of Higher Learning</td>
</tr>
</tbody>
</table>
**Business Compulsory Courses**

- **Level 1:** Management, Quantitative Methods, Statistics
- **Level 2:** Contract and Agency Law, Managerial Economics, Financial and Managerial Accounting, Financial Management, Marketing Management
- **Level 3:** IT-Enabled Business Transformation

**Business Analytics Elective Courses**

- **Level 1:** Organisational Behaviour
- **Level 2:** Independent Study, Operations Management, Project Management, Starting and Managing a Business, Multivariate Analysis, Marketing Research, Database Systems - Modelling and Design, SAS Programming and Its Applications, Credit Risk Modelling
- **Level 3:** Fundamentals of Data Mining, Association and Clustering, Predictive Modelling, Business Analytics Applications, Selected Topics in Business Analytics, Business Forecasting
- **Level 4:** Business Analytics Applied Project (10 cu)

**Honours Compulsory Courses**

- **Level 1:** Strategy for Business (10 cu)
- **Level 2:** 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

**Honours Elective Courses**

- 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.

Explanatory Notes:

1. Up to two of the above courses can be replaced by two General Electives, which are courses offered under the General Studies Programme (course pre-requisites apply).
The Bachelor of Science in Finance (BSFI) programme is targeted at professionals in the financial sector seeking to upgrade their skills and enhance career prospects, as well as those in other fields considering a career change to finance. A distinguishing feature of the BSFI programme is its strong linkages with industry and focus on practical application of the knowledge of finance.

Graduates of the programme are trained for a wide range of careers in the financial sector, including roles as an investment analyst, research analyst, portfolio manager, trader, financial product structurer, financial consultant, and etc. The curriculum is designed to enable students to enhance their professional credentials in the financial sector.

The BSFI Programme at Singapore University of Social Sciences has been accepted into the CFA Institute University Recognition Programme. This status is granted to institutions whose degree programme(s) incorporate at least 70% of the CFA Programme Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams. In addition, the CFA Institute awards five (5) CFA Programme Awareness Scholarships to Singapore University of Social Sciences students for each fiscal year.

The BSFI programme has a collaboration with the Financial Planning Association of Singapore (FPAS) to offer courses in financial planning leading towards CERTIFIED FINANCIAL PLANNER™, CFP® certification. Students who pass a selected set of courses in the Finance programme will be waived from the examination of five modules in the CFP® examinations by the Financial Planning Association of Singapore.

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. Admission offers will be made only after the admission interviews.
The program equips graduates with skills to take on a wide range of roles in financial and non-financial institutions as well as in regulatory and government institutions. The roles include treasury functions, commercial banking, investment banking, risk management, brokerage services, insurance services, personal financial planning and financial analysis, and corporate finance. Students taking a specified set of electives receive waivers for the Certified Financial Planner (CFP) and the Chartered Financial Consultant (ChFC) certification. The programme syllabi also cover Level 1 and 2 of the Chartered Financial Analyst (CFA) examination syllabi.

**CAREER PROSPECTS**

students may read any 15 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

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**COMPULSORY COURSES**

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Total 80 cu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics</td>
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<tr>
<td>Financial Accounting</td>
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<tr>
<td>Managerial Accounting</td>
<td></td>
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<tr>
<td>Contract and Agency Law</td>
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<tr>
<td>Python Programming</td>
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<tr>
<td>Human Behaviour in Organisations</td>
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<tr>
<td>Managerial Economics</td>
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<tr>
<td>International Economics</td>
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<tr>
<td>Financial Mathematics</td>
<td></td>
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<tr>
<td>Marketing Management</td>
<td></td>
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<tr>
<td>Managing Operations</td>
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**FINANCE ELECTIVE COURSES**

<table>
<thead>
<tr>
<th>Level 3</th>
<th>Total 40 cu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent Study</td>
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<tr>
<td>Corporate Finance</td>
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<tr>
<td>Portfolio Management</td>
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<tr>
<td>Equity Securities</td>
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<td>Fixed Income Securities</td>
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<td>Derivative Securities</td>
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<td>Alternative Investments</td>
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<tr>
<td>Governance, Risk Management and Compliance</td>
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<td>Financial Technologies and Innovations</td>
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<td>Retirement Planning</td>
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<td>Tax and Estate Planning</td>
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<td>Risk Management and Insurance Planning</td>
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<td>Financial Plan Construction</td>
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<td>Blockchain and Smart Contract for Finance</td>
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<td>Financial Cryptography</td>
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**HONOURS COMPULSORY COURSES**

<table>
<thead>
<tr>
<th>Level 4</th>
<th>Total 25 cu</th>
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<tbody>
<tr>
<td>Finance Applied Project (10 cu)</td>
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**HONOURS ELECTIVE COURSES**

<table>
<thead>
<tr>
<th>Level 5</th>
<th>Total 15 cu</th>
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<tbody>
<tr>
<td>Managing Sustainable Operations</td>
<td></td>
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<tr>
<td>Managing and Leading to Achieve Organisational Excellence</td>
<td></td>
</tr>
<tr>
<td>Corporate Governance, Social Responsibility and Enterprise Risk Management</td>
<td></td>
</tr>
</tbody>
</table>

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1 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).
WHAT DO YOU THINK OF THE LECTURERS AND THEIR TEACHING METHODS?

The lecturers have extensive knowledge in the finance industry. I love that apart from the basic lesson plans, they often share their work and life experiences with us.

IN WHAT WAYS DOES THE UNIVERSITY EXCEED YOUR EXPECTATIONS?

The academic of the students are not their only concern, career talks are also constantly available to encourage us in career growth.

HOW DO YOUR PEERS FEEL ABOUT THE UNIVERSITY?

My peers feel that the university’s curriculum enforces independence and responsibility in its students.

HOW DOES THE SCHOOL PREPARE YOU FOR THE REAL WORLD?

Through various group discussions, it instilled confidence and effective communication skills which are essential for me in the real world.

WHAT ARE YOUR PLANS AFTER GRADUATION?

To pursue the Chartered Financial Analyst (CFA) certification. With the degree that I am pursuing with the University, it allows me to be waived from the course requirements of the Certified Financial Planner (CFP) program, and only requires me to take a challenge test for full certification.
This programme provides a broad yet in-depth coverage of core marketing competencies and major business structures and environments. Designed to meet the needs of marketing professionals, core topics will cover marketing management, consumer behaviour, marketing research, business-to-business marketing, marketing communications and services marketing. The programme includes marketing specialisations and students may choose from courses such as sales management, brand management, retail management, multivariate analysis, internet and social media marketing, pricing and case studies in marketing management.

The higher level courses will discuss and analyse how marketing specialists understand consumer and business buying patterns as well as define, target and communicate with the markets to which a firm's products or services can be more effectively served and sold. With its coverage of the critical facets of marketing, this programme offers working adults the knowledge and skills they will require to become effective marketing professionals. Graduates can look forward to marketing careers in a variety of areas such as sales, advertising and promotions, corporate communication, product management, marketing research, retail marketing and digital marketing.

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.
WHOM IS THIS FOR?

This programme is targeted at applicants from various industries (including MNCs, not-for-profit sectors and SMEs) who want a specialised marketing qualification with integrated additional competencies in key areas of business and management.

The programme is also suitable for applicants with non-business qualifications and experience who wish to make a career switch into Marketing.

CAREER PROSPECTS

Graduates of this programme can serve as Managers/Executive Officers in departments of companies in all industries, or in similar positions in the public sector.

Graduates from the programme can excel in the following marketing careers: marketing communications and public relations; business-to-business marketing; distribution management; product and brand management; retail management; sales management; marketing research and services marketing.

BUSINESS COMPULSORY COURSES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Statistics</td>
</tr>
<tr>
<td>2</td>
<td>Financial and Managerial Accounting, Analytics for Decision Making, Contract and Agency Law, Human Behaviour in Organisations, Managerial Economics, Managing Operations</td>
</tr>
<tr>
<td>3</td>
<td>Financial Management</td>
</tr>
<tr>
<td>4</td>
<td>Strategy for Business (10 cu)</td>
</tr>
</tbody>
</table>

MARKETING COMPULSORY COURSES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>2</td>
<td>Consumer Behaviour, Integrated Marketing Communications, Business-to-Business Marketing, Services Marketing, Marketing Research</td>
</tr>
<tr>
<td>3</td>
<td>Independent Study, Sales Management, Retail Management, Brand Management, Multivariate Analysis, Starting and Managing a Business, Internet and Social Media Marketing, Pricing, Case Studies in Marketing Management</td>
</tr>
</tbody>
</table>

MARKETING ELECTIVE COURSES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>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</td>
</tr>
</tbody>
</table>

HONOURS COMPULSORY COURSES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Applied Project (10 cu)</td>
</tr>
<tr>
<td>2</td>
<td>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.</td>
</tr>
</tbody>
</table>

Explanatory Notes

1 Up to 10 cu of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programmes (course pre-requisites apply).
This is the first undergraduate programme dedicated to the study of logistics and supply chain management (SCM) offered by a Singapore university. The programme aims to develop professionals with the relevant knowledge and skill sets to meet the needs of the industry. Partnering with the Singapore Logistics Association (SLA), the curriculum is designed with a blend of theory and industry practice for the effective management of globalised supply chains operating in increasingly challenging environments.

This programme provides students with broad foundational knowledge and skills in business, progressing to applied and specialised knowledge in logistics and SCM to ensure they grow their careers and stay relevant in an ever-changing and highly competitive industry. Students will learn how to develop effective decision-making and problem-solving skills at strategic, tactical and operational levels to manage supply chain assets and the flows of products, information and funds through the supply chain.

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.
## WHOM IS THIS FOR?

This programme targets those in the **logistics and SCM industry** who are keen to **upgrade their skills to take on management positions**.

**Professionals** from other disciplines **seeking a mid-career switch to the logistics and SCM industry** can also benefit from the programme.

## CAREER PROSPECTS

The multi-disciplinary nature of the BSc Logistics and Supply Chain Management programme provides graduates with an edge to compete successfully in many industries. Graduates can look forward to challenging career opportunities in industry-specific domains or those that cut across many industries. These can fit many job descriptions such as logistics/transport/shipping manager, supply chain manager, demand planner, warehousing manager, inventory control and material specialist, port/airport manager, trade/pricing specialist, import/export manager, buyer/purchaser, channel sales manager, and customer logistics analyst.

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### BUSINESS COMPULSORY COURSES

- Management
- Organisational Behaviour
- Quantitative Methods
- Statistics
- Business Excellence
- Contract and Agency Law
- Financial and Managerial Accounting
- Financial Management
- Managerial Economics
- Marketing Management

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT COMPULSORY COURSES

- Supply Chain Management
- Inventory Management
- Transport Management
- Warehousing and Material Handling
- Information Management for Supply Chains
- Sourcing and Supply Management
- International Trade Law
- Total Quality Management

### HONOURS COMPULSORY COURSES

- Strategy for Business (10 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

### HONOURS ELECTIVE COURSES

- 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.

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### ELECTIVE COURSES

- Independent Study
- Air Freight Management
- Ocean Freight Management
- Selected Topics in Logistics and Supply Chain Management
- Port and Terminal Management
- Lean Six Sigma for Supply Chains
- Project Management

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1 Up to 10 CU of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programmes. (course pre-requisites apply)
This programme is designed for applicants who are Singaporeans, Singapore Permanent Residents (SPR) and Singapore-domiciled foreigners who are currently in the following groups: Singapore Police Force Officers (SPF Officers), including Police National Service men (PNSmen) and Volunteer Special Constabulary (VSCs), Home Team agencies from the Ministry of Home Affairs (MHA) and Auxiliary Police Officers (APOs), other Public Service Officers (including Mindef), and members of the public working in security-related industries.

The programme offers a broad coverage of courses in business, management, and security studies with electives in sociology and psychology.

All students are required to complete the stipulated 40 credit units (cu) of security studies courses. To graduate with a basic degree in Management and Security Studies, all students are required to complete a total of 130 cu, including 10 cu of university core courses. All courses are 5 cu unless stated otherwise.

Students who perform well academically in the basic programme will be invited to pursue the Honours programme. A total of 170 cu is required to graduate with Honours in Management and Security Studies.

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

The Management and Security Studies degree programme covers courses in business, management, theories of security, sociology, psychology, environmental security, IT security, and applied security.
Besides the Singapore Police Force and other departments of the Home Team, graduates of this programme may apply for work in security management in the security departments of all domestic and foreign companies, as well as take on the role of managers in the civil service sector and statutory boards.

**CAREER PROSPECTS**

<table>
<thead>
<tr>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
<th>LEVEL 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>Introduction to Psychology 1</td>
<td>IT-Enabled Business Transformation</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td>Introduction to Psychology 2</td>
<td>Selected Topics in Management</td>
</tr>
<tr>
<td>Statistics</td>
<td>Living Sociology</td>
<td>Managing Information Security and Privacy</td>
</tr>
<tr>
<td>Quantitative Methods</td>
<td>Singapore Society</td>
<td>Theory and Practice in Security Studies</td>
</tr>
<tr>
<td>Principles and Practice of Communication</td>
<td>Independent Study</td>
<td>Government and Security</td>
</tr>
<tr>
<td>Discourse: Critique and Evaluation</td>
<td>Positive Psychology</td>
<td>Economic Security and Culture</td>
</tr>
<tr>
<td>Media Communication in a Changing World</td>
<td>Psychology of Creativity</td>
<td>Security and Technology</td>
</tr>
<tr>
<td></td>
<td>Sociology of Law and Order (10 cu)</td>
<td>War, Peace, Crime and Punishment in Southeast Asia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Terrorism and Society: Survey of Terrorist Groups in Modernity</td>
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<tr>
<td></td>
<td></td>
<td>Terrorism and Psychology: The Mind of the Terrorist</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-Traditional Security</td>
</tr>
</tbody>
</table>

**COMPULSORY COURSES**

- Human Resource Management
- Cross-Cultural Intelligence

**ELECTIVE COURSES**

- Introduction to Psychology 1
- Introduction to Psychology 2
- Living Sociology
- Singapore Society
- Independent Study
- Positive Psychology
- Psychology of Creativity
- Sociology of Law and Order (10 cu)

**HONOURS COMPULSORY COURSES**

- Corporate Communications
- Public Relations
- Strategy for Business (10 cu)
- Security Studies Project (10 cu)

**HONOURS ELECTIVE COURSES**

- Project Management
- Total Quality Management
- Political Economy of ASEAN
- Human Resource Strategies
- Marketing Research
This programme is designed for applicants who are Singaporeans, Singapore Permanent Residents (SPR) and Singapore-domiciled foreigners who are currently in the following groups: Singapore Police Force Officers (SPF Officers), including Police National Service men (PNSmen) and Volunteer Special Constabulary (VSCs), other Home Team Department Officers (HTD) and Auxiliary Police Officers (APOs), other Public Service Officers (including Mindef), and members of the public working in security-related industries.

Singapore University of Social Sciences is one of the few universities in the region to provide a university-level education in Security Studies. A unique feature of the Security Studies Minor is that it increases the level of analytical knowledge of global, regional and local security issues. Another unique feature is that the learning acquired at classrooms today can be applied immediately at work the next day.

The Security Studies Minor prepares graduates with undergraduate level courses on security theory, government, political history, economic security, technology (Cybersecurity), the mind of the terrorist, society and security, and Non-Traditional Security. Students of Security Studies keep in touch with industry changes through site visits and guest lectures. Graduates of the programme would be able to speak, think and act with confidence in any chosen security career.

Applicants from MHA, Home Team, HomeTeamNS, Singaporeans and Singapore PRs in security-related jobs can pursue Security Studies minor with any of the 6 undergraduate Majors from across 4 Schools.
BA VISUAL COMMUNICATION WITH BUSINESS

PROGRAMME OVERVIEW

This programme is a collaboration between Singapore University of Social Sciences and the Nanyang Academy of Fine Arts (NAFA). Through this programme, students will have the unique opportunity to study the arts of visual communication and develop design thinking while also acquiring functional business knowledge.

Being a degree programme that specifically integrates visual communication with business, it holds immense potential to develop the next generation of media design entrepreneurs. The programme is also suitable for media design professionals working in advertising firms, design houses, or conventional companies as it sharpens their advertising and branding knowledge and equips them with a better understanding of business needs and organisational operations.

This is a direct Honours programme; graduating students who meet the Honours eligibility criteria will be awarded the respective Honours classifications. Students who are admitted into the programme will automatically be given 40 credit units (cu) of credit recognition (terms and conditions apply). Instead of the 170 cu required to complete the honours programme, you will only be required to complete 130 cu. All courses are 5 cu unless stated otherwise.

Only applicants with Diploma in Visual Communication, Media and Design or other relevant design Diplomas from local polytechnics, NAFA or LASALLE will be considered.

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

Whom is this for?

This programme aims to develop the next generation of media design entrepreneurs. It provides a pathway for those who graduate with a Diploma in Visual Communication or related fields to pursue a degree qualification.

It is especially suitable for professionals working in the advertising, media and design sectors as it allows them to deepen their design and branding skills while broadening their business knowledge.

Career Prospects

The cross-disciplinary nature of this programme primarily prepares graduates to be a media design entrepreneur. Graduates are essentially skilful media and design specialists who possess a business edge over conventional visual communication graduates. Apart from starting their own business, the courses in the programme will also equip graduates with skills and knowledge to be effective managers in the advertising, media and design sectors.

Programme Offered in Collaboration with:

NAFA
Students admitted into Singapore University of Social Sciences undergraduate programmes must complete 10 credit units (cu) of University Core (UCore) in order to graduate, except for students reading Chinese and Tamil programmes.

The UCore curriculum is designed to provide courses that complement the discipline-based undergraduate curriculum. It comprises 3 baskets of courses; students must complete at least one course from each basket. All courses are 5 cu unless stated otherwise.

### BASKET 1 (COMMUNICATION)
- Essential Academic Writing Skills (compulsory) (2.5 cu)
- Business Chinese (2.5 cu)
- Presenting with Confidence (2.5 cu)

### BASKET 2 (SKILLS)
- Critical, Creative and Systems Thinking (2.5 cu)
- Design Thinking for Innovation
- Executive Action Learning (2.5 cu)
- Lead and Influence (2.5 cu)
- Managing Your Personal Finances (2.5 cu)
- Negotiation and Relationship Management (2.5 cu)
- Reflection and ePortfolio (2.5 cu)
- SUSS Entrepreneurship Bootcamp
- Thinking Critically (2.5 cu)

### BASKET 3 (THE WORLD AND I)
- Abstract Art Appreciation
- Art Appreciation
- Analytics for Decision-Making
- Chinese Calligraphy & Painting Appreciation
- Chinese Economy in Transformation
- Chinese Society in Transition
- Contemporary Dance Appreciation
- Elements of Conveyancing Practice
- Film Genre: Understanding Types of Film
- Fundamentals of Intellectual Property Law in Singapore (2.5 cu)
- Fundamentals of Investing (2.5 cu)
- Government and Politics in China
- Introduction to Animated Film
- Introduction to Communication
- Introduction to Confucius Thought
- Introduction to Critical Media Literacy (2.5 cu)
- Introduction to Film Studies
- Introduction to Social Sciences
- Islam and the Malays
- Labour and Manpower Policies in Singapore
- Lean Six Sigma
- Music Appreciation
- Performance Management (Practice) (2.5 cu)
- Recruitment and Selection (Practice) (2.5 cu)
- Religion in the Modern World (2.5 cu)
- Technology and World Change (2.5 cu)
- The Law and You (2.5 cu)
- The Making of Modern China
- The Moral Compass
- Tripartite Relations in Singapore
- Volunteer Resource Management (2.5cu)
- Western Painting (Oil)
- 儒家思想概论
- 中国书画艺术鉴赏
- 传播学导论

Explanatory Notes

* To replace Essential Academic Writing Skills with another course, please show proof that you have successfully completed a similar university-level course at another tertiary institution.
We have industry partners to support our effort and share their expertise with us to ensure our programme offerings remain relevant.

The bi-annual School of Business (S Biz) Dinner is hosted by the School of Business, providing students, associates, faculty and alumni the chance to mingle with one another, and get useful study tips! These dinners are organised every semester during the term break.

GUEST SPEAKERS AND LECTURERS
INDUSTRY VISITS
(Field trips to organisations)

Another important way of injecting realism into the SBIZ curriculum is through field trips and site visits. A site visit effectively transports the entire class to a professional and industrial setting.

TEA-SESSION

The School of Business Experience event, where applicants and their guests were invited to an informal welcome session with Assoc Prof Lee Pui Mun, Dean of SBIZ and given a sneak peek into how classes are conducted at Singapore University of Social Sciences. The session also provided the applicants with the opportunity to get to know one another better, as well as network with Singapore University of Social Sciences’ faculty members.