NUS BBA
Bachelor of Business Administration
Bachelor of Business Administration (Accountancy)

Engage
Enrich
Empower
An exciting milestone year like none before awaits NUS Business School. 2010 marks our 45th year of establishment and reaffirms our strong commitment to raising dynamic business leaders. This new chapter of our journey ties in with the launch of our brand new premises, the Mochtar Riady Building which makes not only for a striking addition to the NUS campus skyline, but also a milestone project completed in celebration of our 45 excellent years in management education.

Our 45th anniversary celebration theme ‘Transforming Leaders — Past, Present and Future’ reflects the Business School’s dedication to producing successful business leaders who remain resilient in their pursuit of excellence amidst a fast-changing, volatile business world.
NUS Business School, Asia’s Global Business School, houses the region’s pre-eminent undergraduate leadership and management talent programme. Holding a world-class reputation for delivering the best of East and West in business education, our distinctiveness lies in our ability to integrate the breadth of Western knowledge with deep Asian insights. Abiding by three pillar principles: to ENGAGE, ENRICH and EMPOWER, the NUS Bachelor of Business Administration (NUS BBA) sets out to give students a fast-paced, but holistic, transforming and invigorating experience.

At NUS Business School, we relentlessly seek to draw out the fullest potential in every student and proactively engage each bright mind who comes under our wing of mentorship. The NUS BBA will provide you with that critical edge for success, and propel you to the forefront of the global first league in business.

Transforming Business And Your Future

Engage. Enrich. Empower. Thus reads our abiding ideals for each of our students. To us, the NUS Bachelor of Business Administration (NUS BBA) is more than just a business degree; it is in reality, a life-changing educational experience that we want all our students to pursue. This experience is one that engages you through its rigour, enriches you through its diversity, and empowers you to make a definite impact as the business leaders of tomorrow.

Seeking first and foremost to nurture, inspire and challenge, our professors proactively engage each bright and inquisitive mind through our rigorous curriculum and our wide array of exciting and relevant academic electives, both in and outside of the classroom. We add to this, professional guidance and interactions of many other supplementary programmes ranging from dialogues and visits with accomplished CEOs, mentoring linkages with our experienced alumni, overseas student exchanges, study trips, career preparatory workshops, and our NUS uniquely vibrant brand of student life and culture of innovation. We consciously provide such an environment so as to enrich every one of our students with the varied opportunities to grow and develop personally as a young adult. Finally, we empower our students with opportunities to initiate, lead, and pursue their passions through our unique Raising-Leaders-at-Every-Level Initiative, our Lifelong Alumni Group Support Scheme, our Entrepreneurship and BizAd Clubs and our BizAd Brand of Caring. Rigorous-thinking, and Influential Leaders.

The NUS BBA is the most established business education programme in Singapore. Started in the year of our nation’s independence, the NUS BBA programme is a fertile breeding ground for entrepreneurs and aspiring corporate and professional leaders. Since 1965, the School has helped to nurture and groom both business and public leaders for Singapore and beyond. This year, 2010, we celebrate our 45th anniversary of providing a rigorous and rewarding educational experience for our students, transforming them into successful global leaders centered in Asia. We also mark this year with the move into our brand new state-of-the-art Mochtar Riady Building. As we embark on the next phase of our journey, we invite you to join us on this engaging, enriching and empowering BizAd experience.

Dean’s Note

Our Visionaries

School Management Advisory Board
- Chairman, Mr S Dhanabalan
- Member, Council of Presidential Advisors
- Member, Presidential Council for Minority Rights
- Alumni, NUS

Executive Chairman, Mr Ho Hei Hooi
- Special Adviser to Temasek Holdings
- Co-Founder and Adviser, PrimePartners Group of Companies
- Member, NUS Board of Trustees
- Board Member, Government of Singapore Investment Corporation
- Member, National Arts Council
- Alumni, NUS Business School

Member, Ms Edeean Ghosh
- Non-executive Chairman, Singapore International Foundation
- Independent director of several listed companies in Singapore & the United Kingdom

Member, Mr Han Hiang Yan Swee
- Special Adviser, McKinsey & Co
- Founder, McKinsey Centre for Asian Leadership
- Independent Director, Sony Corp

Chairman, Changi Airport Group Pte Ltd
- Member, Raffles Campus Pte Ltd

Member, Mr Ong Yew Hock
- Executive Chairman, Ernst & Young LLP

Member, Mr John Palmer
- Chairman, The Toronto International Leadership Centre for Financial Sector Supervision

Member, Mr Sim Hwee Cher
- Partner, PricewaterhouseCoopers

Member, Mr Tham Siew Choy
- Head of Audit, Partner, KPMG

BBA (Accounting) Advisory Board
- Chairman, Mr Chaly Mah
- CEO, Asia Pacific, Deloitte & Touche

Member, Mr Fong Daw Ching
- Managing Director, Baker Tilly TFWCL

Member, Mrs Loo Suet Fern
- Senior Director, Stamford Law Corporation

Member, Mr Ng Boon Yew
- Chairman, Raffles Campus Pte Ltd

Member, Mr Ong Yew Hock
- Executive Chairman, Ernst & Young LLP

Member, Mr Lim Hwa Cher
- Partner, PricewaterhouseCoopers

Member, Mr Tham Siew Choy
- Head of Audit, Partner, KPMG
At NUS Business School, what sets us apart is our unique advantage of being able to tap on the broad-based, diverse nature of academia in NUS. A business degree is the most fundamental of academic tracks available. One can easily augment it with double degree, concurrent degree, double major and minor programmes that transcend faculties and disciplines to engage one’s mind and heart to the fullest.
A Cut Above The Rest

Our global rankings include:
- Highest ranked Business School in Singapore and Asia (Financial Times 2009, Eduniversal 2009 and QS Global 100 rankings)
- No. 11 worldwide for the Asia Pacific EMBA programme (Financial Times 2009)
- No. 35 worldwide for the MBA programme (Financial Times 2009)
- No. 5 within Asia
- No. 11 in International Experience
- No. 1 among all Business Schools in Asia in the Eduniversal 2009 and No. 26 in the Eduniversal Global Top 100 Business Schools
- No. 3 QS Recruiters Survey 2009 (Asia Pacific)
- No. 4 outside North America and Top 47 worldwide for business research (Top 100 Business Research Rankings 2008, University of Texas, Dallas)

The NUS Business School alumni is a key resource and an important link between the School and the industry. Consisting of some 28,000 members, many of our alumni have excelled in their careers and now hold senior positions in private and public sectors.

We continue to engage our alumni through regular networking sessions, seminars, workshops and social events. The School now has an international network of alumni chapters and contact points, with a presence in China, India and several ASEAN countries. We value the relationships with BBA students, and accord priority to keeping BBA students from past, present and future well connected.

CLASS OF 1990’S

Chua Sock Koong, CEO of Singapore Telecom (SingTel) and Board Member of JTC Corporation
Koo Khoon Hong, Chairman & CEO of Wilmar International
Chew Hua Seng, Chairman & CEO of Raffles Education
Chua Tiang Choon, Keith, Executive Chairman of ADR Holdings

CLASS OF 2000’S

Chua Chee Tian, Managing Director of Europe Asia Corporation (S) Pte Ltd
Henry Liew Tuck, Wayne, Director of Bengawan Solo Pty Ltd
Tan Khoong Hwee, Leonard, Managing Director of Purple Click Media Pte Ltd
Lim Choon Pia, Managing Director of Tangram Design

CLASS OF 2005’S

Chua Sock Koong, CEO of Singapore Telecoom (SingTel) and Board Member of JTC Corporation
Koo Khoon Hong, Chairman & CEO of Wilmar International
Chew Hua Seng, Chairman & CEO of Raffles Education
Chua Tiang Choon, Keith, Executive Chairman of ADR Holdings

CLASS OF 1980’S

Chia Chee Tian, Managing Director of Investor Marketing, General Electric International Inc.
Adam Kho, Executive Chairman & Chief Master Trainer, Adkom (S) Pte Ltd & Adam Kho Learning Technologies Group
Maurice Tan, Managing Director of Microsoft (Entertainment & Devices Division), Greater China Region
Koo Kok Thong, Frank, Managing Director of Oracle Corporation (Singapore)
Lau How Sin, Howie, Executive Director & General Manager of Lenovo (S) Pte Ltd, ASEAN

CLASS OF 1970’S

Chua Sock Koong, CEO of Singapore Telecom (SingTel) and Board Member of JTC Corporation
Koo Khoon Hong, Chairman & CEO of Wilmar International
Chew Hua Seng, Chairman & CEO of Raffles Education
Chua Tiang Choon, Keith, Executive Chairman of ADR Holdings

CLASS OF 1960’S

Chia Chee Tian, Managing Director of Investor Marketing, General Electric International Inc.
Adam Kho, Executive Chairman & Chief Master Trainer, Adkom (S) Pte Ltd & Adam Kho Learning Technologies Group
Maurice Tan, Managing Director of Microsoft (Entertainment & Devices Division), Greater China Region
Koo Kok Thong, Frank, Managing Director of Oracle Corporation (Singapore)
Lau How Sin, Howie, Executive Director & General Manager of Lenovo (S) Pte Ltd, ASEAN

CLASS OF 1950’S

Chia Chee Tian, Managing Director of Investor Marketing, General Electric International Inc.
Adam Kho, Executive Chairman & Chief Master Trainer, Adkom (S) Pte Ltd & Adam Kho Learning Technologies Group
Maurice Tan, Managing Director of Microsoft (Entertainment & Devices Division), Greater China Region
Koo Kok Thong, Frank, Managing Director of Oracle Corporation (Singapore)
Lau How Sin, Howie, Executive Director & General Manager of Lenovo (S) Pte Ltd, ASEAN

 beyond these, we are also members of prestigious international bodies, namely PIM, EMAC, and the Beta Gamma Sigma Society.
Giving You That Edge

1. Our Flagship Programmes

The NUS BBA seeks to nurture ‘Caring, Rigorous-thinking and Influential Leaders With a Global Perspective Centered in Asia’. This is well encapsulated in both our flagship programmes: the Bachelor of Business Administration and Bachelor of Business Administration (Accountancy).

Bachelor of Business Administration

The NUS Bachelor of Business Administration, else affectionately known as the NUS BBA, is NUS’ fore-running leadership and management talent development programme. Our state-of-the-art management concepts, best teaching practices and rigorous curriculum are designed to stimulate, stretch and inspire the corporate professional and ambitious entrepreneur within. Structured in a way that advocates broad-based learning and all-rounded development, the NUS BBA curriculum lays a solid, comprehensive foundation of the key aspects of business, namely Banking and Finance, Marketing, Management, Operations & Supply Chain Management, and Strategy and Policy before allowing students the option of studying any of these fields in greater depth.

Bachelor of Business Administration (Accountancy) – The Accredited Professional Degree

For individuals with a strong inclination toward both Accounting and Business, this programme is right up your street. Fully accredited by Singapore’s Accounting and Corporate Regulatory Authority (ACRA) and CPA Australia, the Bachelor of Business Administration (Accountancy) (BBA(ACC.)) specialises in grooming the leading professionals-to-be in the accounting field. Students in this programme are exposed to the full spectrum of business foundation modules on top of complete training in accounting and audit, which gives them both the professional training to practice as an accountant as well as business leadership development. This course truly offers you the best of both worlds.
2. Building the BizAdvantage: Our BBA Curriculum

A new BBA curriculum design will be offered to the incoming freshman class starting from academic year 2010 with the following desired outcomes and focus in mind for our graduates:

‘Caring, Rigorous-thinking and Influential Leaders With a Global Perspective Centered in Asia’

a. University Level Requirements

This is NUS’ inter-disciplinary graduation requirement that leverages on the integrative nature of the University, which consists of the following module categories:

- General Education Modules
- Singapore Studies Modules
- Breadth Modules

b. Programme Requirements

<table>
<thead>
<tr>
<th>Core Modules – BUILDING THE BROAD-BASED BUSINESS LEADER</th>
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<tbody>
<tr>
<td>i. Analytic Core – Building the Rigorous-thinking Leader</td>
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<tr>
<td>• Managerial Economics</td>
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<td>• Macro &amp; International Economics</td>
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<td>• Business Analytics</td>
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<tr>
<td>ii. Functional Core – Building the Broad-based Business Leader with Functional Knowledge</td>
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<td>• Management &amp; Organisation</td>
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<td>• Managerial Accounting</td>
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<td>• Asia Business Environment</td>
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<td>• Marketing</td>
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<td>• Finance</td>
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<td>• Operations Management</td>
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<tr>
<td>• Financial Accounting</td>
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<tr>
<td>• Legal Environment of Business</td>
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<tr>
<td>• Business Strategy</td>
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<tr>
<td>iii. Leadership Core – Building the Influential Business Leader</td>
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<tr>
<td>• Leadership and Ethics</td>
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<td>• Entrepreneurship</td>
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<td>• Business Communication</td>
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<tr>
<th>Specialisation – BUILDING THE BUSINESS LEADER WITH SPECIALISED KNOWLEDGE</th>
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<tbody>
<tr>
<td>i. Finance (also a CFA Partner)</td>
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<tr>
<td>• Management and Human Capital</td>
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<tr>
<td>• Operations and Supply Chain Management</td>
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</tbody>
</table>

Personal Development and Career Management Module

Facilitated also by our Career Services, this module is devoted to the overall personal and career development of students.

c. Unrestricted Elective Modules Requirements

Students may take any modules offered by any faculty including Business to fulfil these requirements.

Aligned with NUS’ modular system, students under the programme have the flexibility of:

i. Designing their own curriculum and learning at their own pace.
ii. Taking all modules in the sequence you prefer, subject to pre-requisite requirements and/or availability of modules.

3. Building the BizAdvantage: Our BBA Accountancy Curriculum

Our Accountancy curriculum follows largely that of the BBA Curriculum, with additional accounting modules as listed below:

<table>
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<tr>
<th>Additional BBA (Accountancy) Modules</th>
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<tbody>
<tr>
<td>• Corporate Accounting &amp; Reporting</td>
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<tr>
<td>• Corporate and Securities Law</td>
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<tr>
<td>• Risk Management &amp; Internal Control</td>
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<tr>
<td>• Accounting Theory</td>
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<tr>
<td>• Managerial Planning &amp; Control</td>
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<tr>
<td>• Taxation</td>
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<tr>
<td>• Advanced Assurance and Attestation</td>
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<tr>
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<td>• Corporate Governance and Ethics</td>
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<td>• Valuation</td>
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Going Beyond a Business Degree: Our Range of Academic Tracks

Specialisations

Within the Business major, students have the option of pursuing at least one of four different specialisations: Finance, Marketing, Management & Human Capital or Operations & Supply Chain Management. Specialisations give students deeper insight into a specific field in business, and open the door to career options in that area. Students may also opt to take on a second specialisation, or may choose to graduate with no specialisation.

Double Majors

The first of NUS’ many academic tracks above the single degree is the double major. BBA students get to choose from over 25 different major tracks offered by the faculties of Arts & Social Science, Engineering, Science and School of Design & Environment.

Minors

BBA students can also explore Minor Programmes, which are shorter in duration as compared to the double major. Students need only read six modules from the cross-disciplinary field to be given a minor.

Over 50 minor tracks are available and offered by the Faculty of Arts & Social Sciences, School of Design & Environment, Faculty of Engineering, and Faculty of Science.

Double Degree Programmes (DDP)

Highly motivated students whose inclinations straddle between two disciplines can pursue the Double Degree Programme. NUS currently offers 7 structured DDPs, but for students who wish to pursue a different combination, they may explore an ad-hoc DDP which allows the flexibility of choice (i.e. BBA with Life Science).

Concurrent Degree Programmes (CDP)

The Concurrent Degree Programme is similar to the Double Degree Programme in duration and that it confers two degrees upon graduation, but for CDPs, the student is given both a Bachelor’s and Master’s degree. This track would prove fitting for students who wish to pursue a more in-depth, intensive study of a specific discipline within Business, like the Science of Management or Logistics. Certain CDP programmes like the BBA with CEMS Master of International Management and Master of Science in Management even provide students with the opportunity to read part of their degree programme overseas.

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University Scholars Programme (USP)

NUS’ premier leadership programme – the University Scholars Programme is aimed at creating a close-knit Ivy-League type liberal-arts experience for the crème de la crème. USP is weaved into programmes of the respective faculties and schools, and is much like pursuing a Double Major in the liberal arts. BBA students on this track strike a good balance between the quantitative analytics of business and the literary, philosophical rigour of the USP curriculum.

Exciting experiences tagged to the USP programme include:

- Challenging modules and engaging participation
- Exclusive overseas opportunities, including the elite Yuanpei-USP Bicultural Immersion Programme, the USP-Waseda Double Degree Programme, the NUS-in-Yale Programme, the Harvard College in Asia Project, and the USP-Stanford Undergraduate Forum

Double Degree Programmes

- Business Administration/Business Administration (Accountancy) with Law
- Business Administration/Business Administration (Accountancy) with Engineering
- Business Administration/Business Administration (Accountancy) with Communications & New Media
- Business Administration/Business Administration (Accountancy) with Economics
- Business Administration/Business Administration (Accountancy) with Computing
- Business Administration/Business Administration (Accountancy) with Information Systems
- Business Administration/Business Administration (Accountancy) with Real Estate
- Ad hoc Double Degree - Business Administration/Business Administration (Accountancy) with any other degree

Concurrent Degree Programmes

- Business Administration (BBA)/ Business Administration (Accounting) (BBA(Acc.)) and Master in Public Policy
- BBA(BBA(Acc.)) with Master of Science in Management
- Concurrent BBA(BBA(Acc.)) (Hons) with Dual Masters in Science of Management and Master of International Management
- BBA(BBA(Acc.)) with Concurrent Double Masters of Science in Logistics and Supply Chain Management
- Master of Science in Industrial Engineering from the Georgia Institute of Technology (GT) in United States (Ranked a top graduate Logistics programme in the US)
Experiences
Bringing a World of Opportunities to You

ENRICHING
1. Student Exchange Programme (SEP)

Spicing up your experience in NUS Business School is the Student Exchange Programme, one of the most highly sought-after co-curricular stints in NUS. Twice yearly, the School sends some 300 BBA students to over 200 partner universities and schools on semester-long student exchanges. The programme is financially and academically neutral, in that students continue to pay NUS tuition fees while overseas, and read modules that count toward their degree requirements back in NUS.

Exciting aspects of SEP:

- Gain valuable international experience in a different learning environment
- Develop certain life skills that will help you to build an awareness and appreciation of other cultures
- Broaden your outlook and approach to doing business

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2. NUS Overseas College (NOC)

Students who are energised by innovation and idea-creation will find themselves right smack in the middle of their element in the NUS Overseas College programme. With a strong emphasis on technology entrepreneurship (Technopreneurship), this programme includes an exciting internship in a high-technology start-up located in an entrepreneurial and academic hub. Students on this programme generally spend one year interning with a high-technology start-up and taking entrepreneurship courses concurrently at a partner university. Students who complete this programme are automatically conferred a minor in Technopreneurship.

There are six NUS Overseas Colleges:

- NOC in Silicon Valley, partnering Stanford University
- NOC in Bio Valley, partnering University of Pennsylvania and Wharton Business School
- NOC in Shanghai, partnering Fudan University
- NOC in Stockholm, partnering Swedish Royal Institute of Technology (Kungliga Tekniska högskolan, KTH)
- NOC in Bangalore, partnering Indian Institute of Science; for graduate students
- NOC in Beijing, partnering Tsinghua University

We also tap on our extensive network and close ties with overseas universities to provide more overseas opportunities to students. For students who prefer even shorter stints, summer programmes that run every summer vacation in between academic years would be of interest. The duration for these is about six to eight weeks, during which students read modules in the partner university and explore the host country.

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Some of Our Partner Universities:

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<thead>
<tr>
<th>Faculty-wide Partners</th>
<th>University-wide Partners</th>
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<tbody>
<tr>
<td>New York University</td>
<td>Erasmus University of Rotterdam</td>
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<tr>
<td>University of Southern California</td>
<td>Maastricht University</td>
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<tr>
<td>University of North Carolina, Chapel Hill</td>
<td>Lund University</td>
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<tr>
<td>University of Washington, Seattle</td>
<td>European Business School</td>
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<tr>
<td>University of Texas, Austin</td>
<td>University of St Gallen</td>
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<tr>
<td>University of British Columbia</td>
<td>Bocconi University</td>
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<td>University of Toronto</td>
<td>City University of London</td>
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<td>McGill University</td>
<td>University of Manchester</td>
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<tr>
<td>Copenhagen Business School</td>
<td>Peking University</td>
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<tr>
<td>Haute Études Commerciales (HEC)</td>
<td>Tsinghua University</td>
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<tr>
<td>Helsinki School of Economics and Business Administration</td>
<td>Korea University</td>
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<tr>
<td>Yonsei University</td>
<td>Shanghai Jiaotong University</td>
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bba.nus.edu/sep
Living to the Fullest: Our BBA Student Life

Life is never dull as a BBA student; with a kaleidoscope of student activities, initiatives and just about as many student clubs.

NUS Students’ Business Club (BizAd Club)

The BizAd Club is the Business School’s premier student organisation and a close-knit community of past, present and future BBA students. This is the ideal platform for forging lifelong friendships and honing leadership skills.

The Club also sees to the welfare of BBA students, regularly organising events and activities to promote creativity, initiative, entrepreneurship and of course, camaraderie. This has been the birthplace of activities that set BizAd apart from other schools, like BizAd to the Movies and Jam & Hop.

Students Interest Groups

On student initiatives, the Business School has no lack of novel start-ups and fresh ideas that promote active causes ranging from social entrepreneurship, effective networking to case consulting. These include SIFE, SE Forum, Alumni Groups, Case Consulting Group, among others.

- AIESEC - international student network promoting idea exchange and volunteerism
- BBA Alumni Groups - formal groups instituted by the Business School aimed at forging life-long ties of friendship amongst Business students
- Case Consulting Group - Student group comprising BBA students from winning teams of past business case competitions put together to groom similar talents amongst the younger BBA students
- CFA Group - a group of like-minded individuals with strong interest in the Certified Financial Analysts Programme and in the Finance Industry
- NES (NUS Entrepreneurship Society) - a hub for promoting and facilitating entrepreneurship
- NUS Investment Society - a facilitating centre for the flow of investment information and knowledge from qualified professionals to members
- NUS-SIFE (Students In Free Enterprise) - an international student group promoting social work through entrepreneurship
- SE Forum – organiser of the Social Entrepreneurship Forum
- Start-Up Singapore - a world-class business plan competition organised by NUS Entrepreneurship Society
- UniY - seeks to benefit the community through social entrepreneurship programmes designed to help those in need

Your Home away from Home: On-Campus Living

An integral part of the undergraduate experience is on-campus living. NUS houses the longest-standing student hostels in the country, rich in heritage, history and spirit, making it a unique experience privy only to the students of NUS. Hall life although demanding on time and energy, is unanimously hailed by NUS alumni as the best times of their varsity life, where lasting friendships have been forged.

Full-time undergraduates have the option of staying at any of our six Halls of Residences and three Student Residences:

- Eusoff Hall
- Temasek Hall
- Kent Ridge Hall
- Kuok Foundation House
- King Edward VII Hall
- Prince George’s Park
- Raffles Hall
- Ridge View Residences
- Sheares Hall

Still Ahead: A World Class Visionary Town

Looking ahead, campus life in NUS is set to flourish even more in 2012 as a global community with the addition of University Town. The iconic 19-hectare University Town will pioneer an innovative model of learning and teaching integrated into residential colleges. Opening up more avenues for student leadership and entrepreneurship, it is seamlessly connected to Kent Ridge Campus via the vehicular and pedestrian bridge across the Ayer Rajah Expressway, which serves to foster a sense of oneness in the NUS community.
The NUS BBA experience offers students the highest level of intellectual stimulation and personal development and seeks to equip them with the practical training and grooming for the corporate arena. Taking it a step further, we at the Business School believe not only in raising executives, but dynamic leaders. Special programmes have been designed to empower students to initiate, lead and boldly position themselves for success.
Our Students’ Achievements on the World Stage

On the international competitive stage, our BizAd students shine proudly amongst the best in international case competitions. Our track record speaks very much for itself:

2010
- 1st Runner-Up: Champion’s Trophy Case Competition (Auckland, New Zealand)
- 2nd Runner-Up: USC Marshall International Case Competition

2009
- Champion: 2009 Tata Crucible Campus Quiz
- Champion: Marshall School of Business Real Estate Case Competition 2009
- Champion: 2009 Starhub-NUS Asian IT Case Competition
- Champion: Business Case IT 2009 competition
- Champion: 4th ICC International Commercial Mediation Competition
- Champion and Best Speaker: Inaugural Tri-University Business Schools Debate

- 1st Runner-Up: Thammasat Business Challenge 2009
- 1st Runner-Up: McGill Management International Case Competition 2009
- 2nd Runner-Up: HKUST Citi International Case Competition
- 2nd Runner-Up: L’Oreal Brandstorm Finals
- 4th place and Best Speaker Prize: 11th Inter-collegiate Finance Competition (ICFC)

2008
- Top honours: 10th Global Business Case Competition 2008
- National Champion: L’Oreal Brandstorm 2008
- Champion: USC Marshall International Real Estate Case Competition 2008
- Champion: Nike + Human Race 10K School Challenge Category B
- Championship title: Annual Rag and Flag Day 2008
- 1st Runner-Up: McGill Management International Case Competition 2008
- 1st Runner-Up: Celebration 2008
- 1st Runner-Up: HKUST Citi International Case Competition 2008
- 3rd place: L’Oreal Brandstorm 2008 International Finals
- Student Achievement Awards

Setting the Standard

Our Home-grown Competitions

Bringing experience and expertise closer to home, the Business School hosts our very own home-grown case competitions, both on a local and international scale. These include the NUS-Shell Case Competition, NUS.DBS International Case Competition, and JC Case Competition organised to give Junior College students a feel of BBA Life and the case competition environment. Hosting teams from universities both in and outside of Singapore, these competitions are an excellent focal point for the brightest in business to congregate, and a rare opportunity for BBA students to be more involved in student life and develop strong leadership capabilities.
Searching for a job these days is an entrepreneurial venture. To be successful on the corporate stage, students must be aware of their personal abilities and goals, be familiar with market and company trends, and adopt a resourceful, proactive approach towards their career in the early stages of university life.

At BIZ Career Services, our trained counsellors are dedicated in making our students’ career aspirations a reality. We engage them from day one during Orientation, and pace with them every step of the way in their career preparation. In their first year, freshmen will undergo the flagship career preparatory programme, where they will discover and understand their strengths and motivations, explore activities to enrich student life, and acquire essential career skills including resume writing, interviewing and networking techniques.

In the course of the Office’s active engagement with employers from banks, multinational corporations and major organisations across various industries, business students can also look forward to a dynamic local or overseas internship programme, as well as numerous opportunities to interact with hiring recruiters through career presentations and exclusive networking events.

With such intensive engagement and preparation, it is no wonder the NUS Business graduates have emerged as employers’ preferred choice*.

*I based on the 2008 Graduate Employment Survey data released by the Ministry of Education.

“I will be joining HSBC’s Investment Banking Department upon graduation and I would like to thank BIZ Career Services for all the support, advice and opportunities given to me over the past three years. The counselling sessions, workshops and recruitment presentations have been instrumental in giving me the exposure and have helped me hone the skills necessary for the highly competitive job market.”

– Yeo Zhi Wei, Graduating Class of 2010

(Zhi Wei did three internships which helped him secure a job offer at least six months ahead of graduation despite a challenging recruitment season in 2009.)

The Class of 2008 Business graduates kept the NUS Business School flag high by securing the highest full-time permanent employment rate within 6 months after graduation, amongst the three local business schools. Our BBA(Hons) graduates also led the pack of Singapore business graduates in earning the highest starting salary.

Graduate Employment Survey 2008: Employment Rate and Gross Monthly Salary of Business Graduates

<table>
<thead>
<tr>
<th></th>
<th>Overall Employment Rate (%)</th>
<th>Full-Time Permanent Employment Rate (%)</th>
<th>Gross Monthly Salary ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>93.9</td>
<td>93.9</td>
<td></td>
</tr>
<tr>
<td>NUS Business School</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Administration (Honours)</td>
<td>93.9</td>
<td>3,971</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,750</td>
</tr>
<tr>
<td>Business Administration (3-year programme)</td>
<td>96.0</td>
<td>2,776</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,900</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,500</td>
</tr>
</tbody>
</table>

We at NUS Business School seek no less than the brightest and most inquiring minds, individuals who enjoy the rush of rigour, are constantly looking to stretch their abilities and are willing to go the extra mile for change. If this fits what you envision for yourself, come join us on the next stretch of your academic journey!

Admissions

Indicative Grade Profiles of ‘A’ Level Applicants Offered Places for Programmes at NUS Business School in Academic Year 2009

<table>
<thead>
<tr>
<th>Course</th>
<th>Representative Grade Profile 3H2/1H1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>10th percentile 3.75 90th percentile 3.94</td>
</tr>
<tr>
<td>Business Administration (Accountancy)</td>
<td>10th percentile 3.85 90th percentile 3.95</td>
</tr>
</tbody>
</table>

Indicative Grade Profiles of Polytechnic Applicants Offered Places for Programmes at NUS Business School in Academic Year 2009

<table>
<thead>
<tr>
<th>Course</th>
<th>Representative Grade Profile 3H2/1H1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Administration</td>
<td>10th percentile AAA/C 90th percentile AAA/A</td>
</tr>
<tr>
<td>Business Administration (Accountancy)</td>
<td>10th percentile AAA/B 90th percentile AAA/A</td>
</tr>
</tbody>
</table>

Scholarships, Awards and Financial Aid

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

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 combination of loans, bursaries and work-study assistance.

<table>
<thead>
<tr>
<th>Scholarships</th>
<th>Bursaries</th>
<th>Study Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUS Business Dean’s Scholarship</td>
<td>NUSBSAA Bursary</td>
<td>NUS Business Study Award</td>
</tr>
<tr>
<td>NUS Business Scholarships</td>
<td>Jennifer Neo Bursary</td>
<td></td>
</tr>
<tr>
<td>Tahir Financial Scholarships</td>
<td>Foo Lee Him Bursary</td>
<td></td>
</tr>
<tr>
<td>Logistics Scholarships</td>
<td>Mizuho Scholarship &amp; Bursary</td>
<td></td>
</tr>
<tr>
<td>Saw Centre BBA Finance Scholarship</td>
<td>Peh Boon Poh Bursary</td>
<td></td>
</tr>
<tr>
<td>Business Scholarships</td>
<td>Sentek Marine Bursary</td>
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<tr>
<td>Isaac Manasseh Meyer Scholarship</td>
<td>Comod-Aire Bursary</td>
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</tr>
<tr>
<td>Ministry of Education Teaching Award</td>
<td>Pek Cheng Chuan Memorial Bursary</td>
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</tr>
<tr>
<td>(MOETA)</td>
<td>Siloso Beach Bursary</td>
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</tr>
<tr>
<td>KPMGI Scholarship Award</td>
<td>Tan Eng Huat Eric Bursary</td>
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<tr>
<td>PwC Scholarship</td>
<td>Just Education Bursary</td>
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</tr>
<tr>
<td>CPA Australia Scholarship</td>
<td>NUS Business School Undergraduate</td>
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</tr>
<tr>
<td>Mizuho Scholarship &amp; Bursary</td>
<td>Bursary</td>
<td></td>
</tr>
<tr>
<td>Mr &amp; Mrs Wu Jiah Yee Memorial Scholarship</td>
<td>NUS Business School Mandarin Alumni Bursary</td>
<td></td>
</tr>
</tbody>
</table>
At NUS Business School, we acknowledge the tough decisions to be made at crucial junctures of your academic journey. But we don’t believe in deciding for you. We engage, teach and stimulate you, enrich you with the possibilities, and finally, empower you with the confidence to choose for yourself. Here, we don’t instruct, we inspire.