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2008 Intake
Beatrice Tan
Chantalle Amelia Teo
Danny Liew
David Ng
Lee Wan Yoong

Class of 2009
Esther Teo
Jonathan Kok

Class of 2008
David Tay

Class of 1975
Peter Tay

Class of 1976
Simon Phua
CONNECTING U

The business leaders today have in-depth global knowledge and deep Asian insights. To manage the complexities of conducting business in Asia and the world beyond, they need ingenuity to create innovative solutions for the multi-industry, cross-disciplinary challenges that characterise the complex global business landscape.

NUS Business School prepares you for just that. Our BBA stretches your potential as a creative thinker, versatile leader and purposeful communicator. As you embark on your educational journey, you will connect with the best – a talented, global community of students and faculties you will learn and grow with.

The future movers and shakers are at NUS Business School today. Will you be one of them?
CONNECTING LEADERS
Right in the heart of Asia lies one of the most respected business schools in the region. Backed by a 44-year heritage, NUS Business School is recognised worldwide for our esteemed faculty and exemplary students. A BBA degree from NUS is a symbol of prestige valued by employers and top graduate schools alike.

Some of our distinguished alumni include Peter Seah (BBA Hons 1968), Chairman of Sembcorp Industries, ST Engineering and Singapore Computer Systems; Ng Ser Miang (BBA Hons 1971), Chairman of NTUC Fairprice Co-operative Limited, Executive Board Member of International Olympic Committee and Singapore Ambassador to the Republic of Hungary and The Kingdom of Norway; and Hsieh Fuhua (BBA Hons 1974), Chief Executive Officer of Singapore Exchange.

Leveraging NUS’ offerings as the only comprehensive university in Singapore, our BBA students have the flexibility of pursuing cross-disciplinary modules, minors, double degrees and double majors. This enables our students to be truly adaptable and versatile.

As Asia’s leading business school with global reach and academic excellence, NUS Business School ranks among the crème de la crème. The following lists some of our achievements in the most recent rankings:

**FT EMBA Ranking**
- First and only Singapore business school to be ranked amongst the top 20 worldwide (2008)
- Ranked 7th for ‘International Course Experience’
- Ranked 9th for ‘Work Experience’
- 93% of our School’s 110-strong quality teaching faculty hold doctorates and publish regularly in leading journals

**QS Global 200 Business Schools 2009: The Employers’ Choice Survey**
- Third most preferred business school from which to recruit MBA graduates in Asia Pacific, after INSEAD and Melbourne Business School (2009)

**FT MBA Ranking**
- Ranked 35th and a major leap of 46 positions (2009)
- Ranked 5th in Asia-Pacific
- Ranked 11th for ‘International Experience’
- Ranked 47th for ‘Career Progression’
Eduniversal Ranking
Voted top universal business school with major international influence in Far Eastern Asia 2008

Top 100 Business Research Ranking (University of Dallas, Texas)
4th outside North America and 51st worldwide for business research (2008)

The school has also achieved much sought-after accreditation and affiliation from established bodies like AACSB, CEMS, GMAC, GBF, PIM and the Executive MBA Council.
“NUS Business School has given me the opportunity to develop myself as a well-rounded individual. Having joined the BizAd Club as a marketing manager, I was equipped with relevant skills for my future workplace.

Apart from that, I was able to represent the school for international case competitions and was a National Finalist for L’Oréal Brandstorm 2009 as well as the winner of the Global Business Case Competition at the University of Washington. These have definitely been the best four years of my life!”

Yang Sue Ann, Year 4 (BBA Hons)

“Having spent four gratifying years of education at NUS, I have had the chance to experience a rigorous and holistic business programme. Believing that success comes not only from textbooks but also from experience, I am glad that at the NUS Business School, I have been given many opportunities to develop my character and hone my business acumen, both in activities in and outside of school as well as overseas.

Through these years I have co-founded a business club, headed a student business club in Shanghai, as well as participated in exchange programmes and internships in my areas of interest in China and Hong Kong, exposing me to business cultures in these areas. These experiences have enabled me to differentiate myself from others, and have set me on track to my ideal career in investment banking in Hong Kong, the Asian financial hub.”

Chang Wei-Ying Charlene-Jayne, Year 4 (BBA Hons)

LIKE-MINDED PEERS

When you join NUS Business School, you are among a premium cohort of 600 vibrant individuals, each with his or her own aspirations but ready to be lifelong co-owners and builders of our international collegiate talent community. They contribute uniquely to the intellectual, social and emotional engagement of the BizAd family, building a close-knit alumni network of caring, analytical leaders and empathising, innovative pioneers. These are your peers – the ones who will connect with you, not just during your undergraduate years, but for life.
CONNECTING TO
THE TIMES
The NUS pedagogy combines a broad-based structure with depth of specialisation. The BBA curriculum comprises three categories of requirements:

**University Level** These modules aim to develop critical life skills for independent learning and effective communication. They consist of:
- General Education modules
- Singapore Studies modules
- Breadth modules – electives outside the Business School

**BBA Level** These modules instill knowledge in the business discipline, alongside selected specialisations as chosen by the student. These are listed as follows:
- Business Communication
- Accounting Information Systems
- Introduction to Statistics
- Management and Organisation
- Financial Accounting
- Principles of Marketing
- Legal Environment of Business
- Managerial Economics
- Macro and International Economics
- Managerial Accounting
- Management Science
- Finance
- Asia Pacific Business, Ethics and Society
- Operations Management
- Business Policy and Strategy

**Specialisations**
- Finance
- Management
- Marketing
- Operations and Supply Chain Management

**Double specialisations:** Students may complete 2 specialisations by utilising their Unrestricted Elective modules

**Essential Modules for Specialisation**
- **Finance:** Corporate Finance; Investment Analysis; Financial Markets
- **Management:** Human Resource Management; Organisational Behaviour; Organisational Effectiveness
- **Marketing:** Asian Markets & Marketing Management; Consumer Behaviour
- **Operations & Supply Chain Management:** Supply Chain Management; Purchasing and Materials Management; Service Operations Management

**Unrestricted Elective Modules**
These modules allow students to explore subjects in greater depth or even subjects outside of the Business discipline, for a more holistic education.

Students typically enroll in four to six modules per semester.
FLEXIBLE MODE OF STUDY

A BBA programme is truly customised to your needs. NUS Business School adopts a modular system where students may design their own curriculum and learn at their own pace. This means students are not tied down to inflexible rules and one-track learning pathways. You may take the modules in the sequence you prefer, subject to any prerequisite requirements and availability of modules. You may also select and change your specialisation at the beginning of each semester.

A BBA combines the best of both worlds – a broad-based curriculum and assessment rubric with a focus on in-depth knowledge of specialised content. Delivery is tailored to optimise learning at different levels of study, namely lecture-tutorials at the entry levels and seminar-style teaching in small groups for intermediate and advanced classes. Project work, a regular feature, serves to hone practical application of Business concepts.
Bachelor of Business Administration (BBA)
The BBA prepares students for the global economy. Our undergraduates are trained to create value in business, identify opportunities and engineer the multi-faceted processes of finance, operations, human resource management and marketing to meet the quality-time-cost challenges. The NUS BBA graduate is a business leader, raring to go and able to hit the ground running.

Bachelor of Business Administration (Accountancy)
The Bachelor of Business Administration (Accountancy) [BBA (ACC.)] programme grooms accounting professionals who possess the knowledge, integrity and good business sense to create value in the global economy. The concurrent focus on both accounting and business specialities makes the NUS BBA (ACC.) graduate extremely relevant at the workplace.

The BBA (ACC.) programme comprises the BBA curriculum with an extended Accounting specialisation. Like the BBA, BBA (ACC.) students have to complete 15 Foundation modules, which are incorporated into the 13 Accounting modules, 13 Business modules and 4 University-level modules in their curriculum. BBA (ACC.) students also have the option of reading a finance specialisation.

The BBA (ACC.) programme is professionally accredited by the Accounting and Corporate Regulatory Authority (ACRA) of Singapore and the Certified Practising Accountant Australia (CPA Australia). Students who have completed the programme may apply to be registered public accountants in Singapore after accumulating at least three years of relevant work experience, as well as to be Associate members of CPA Australia. BBA (ACC.) graduates will also receive exemptions from examinations leading to the Association of Chartered Certified Accountants (ACCA) and Chartered Institute of Management Accountants (CIMA) qualifications.
Double Majors and Minors

BBA students may choose to broaden their knowledge by pursuing a second Major. Leveraging NUS’ advantage as a comprehensive university, you may choose from about 30 Majors such as Economics, Psychology, Communications & New Media, and Financial Mathematics. You may also opt to complete one of two Minors from a broad spectrum of over 50 choices.

Double Degree and Concurrent Masters

A double degree holder possesses a strong competitive advantage in the workplace, with expertise in two areas of study. NUS Business School offers double degrees in collaboration with the faculties of Arts and Social Sciences, Law, Engineering, and the School of Computing.

BBA students may opt for a Double Degree programme either at the start or during their first year of study, provided they meet the requirements. The options for Double Degrees are BBA + Law, BBA + Engineering, BBA + Communications & New Media, BBA + Computer Science and, BBA + Information Systems.

In addition to double degree programmes, students also have a selection of concurrent masters programmes to choose from, such as the BBA + Master of Science in Logistics and Supply Chain Management, BBA + Master of Public Policy, BBA + Master of Science (Management) + CEMS Master in International Management, and the latest BBA + Concurrent Double Masters with Georgia Institute of Technology.

Our List of Double Degree and Concurrent Masters

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<tr>
<th>Double Degrees</th>
<th>Concurrent Masters</th>
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<tr>
<td>BBA + Law</td>
<td>BBA + Master of Science in Logistics and Supply Chain Management</td>
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<td>BBA + Computer Science</td>
<td>BBA + Concurrent Double Masters with Georgia Institute of Technology</td>
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<tr>
<td>BBA + Information Systems</td>
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nus.edu/prog/bbalaw
nus.edu/prog/bizcm
bba.nus.edu/ddp
bba.nus.edu/ddp/csis
bba.nus.edu/mpp
bba.nus.edu/misc
www.tliap.nus.edu/dmp/pgm/structures_concurrent.aspx
CONNECTING TO THE WORLD
In a global economy, the value of international experience is undisputed. At NUS Business School, more than 300 students every year embark on an exchange programme with over 120 partner universities. This exposure to a different learning environment and culture helps our students develop a broader outlook to life and ways of doing business – an immeasurable advantage when it comes to career preparation.

Under the programme, you will typically spend one semester abroad taking about four to six modules in your second or third year.

Apart from the exchange programme, NUS also taps on its extensive network and multitude of collaborations to organise regular study tours overseas. While these are usually shorter than exchange programmes, they too provide invaluable opportunities for overseas learning and appreciation.

Study programmes of this nature have included or will include:

- China Study Tour
- Hong Kong Study Tour
- Philippines Service-Learning Tour
- Indonesia Study Tour
- Visit to Mr Warren Buffett in Omaha, Nebraska, U.S.A.
- NUS-Tsinghua University Joint Study Trip

BBA students are strongly encouraged to initiate or propose study tours for BBA Office to consider for support.
NUS OVERSEAS COLLEGES

The NUS Overseas Colleges (NOC) programme was initiated as an unprecedented effort to promote technology entrepreneurship. Under the Bachelor’s (with Technopreneurship Minor) or a Bachelor’s (with Honours and Technopreneurship Minor) programme, selected candidates spend 12 months doing an internship with a high-technology start-up and reading entrepreneurship courses at a partner university.

There are currently five NUS Overseas Colleges:
- NUS College in Silicon Valley (partnering Stanford University)
- NUS College in Bio Valley (partnering University of Pennsylvania and Wharton Business School)
- NUS College in Shanghai (partnering Fudan University)
- NUS College in Stockholm (partnering Swedish Royal Institute of Technology – Kungliga Tekniska Högskolan, KTH)
- NUS College in Beijing (partnering Tsinghua University)

bba.nus.edu/noc.htm

CAREER SERVICES

At NUS Business School, we have a dedicated Career Services team to prepare BBA students for the working world.

We adopt a very pro-active engagement with our students throughout their three to four years in the Business School. In their freshmen year, all students will attend the Career Planning & Management Programme to equip them with the essential skills critical to their career success.

Students will learn job search strategies, resume writing, interviewing skills, networking techniques as well as business etiquette and corporate dressing, all over a 6-week session. A career counsellor is also assigned to each student to pace them on their career development.

Students can look forward to a dynamic internship programme to help them gain valuable work experience in the real world. Partnering over 1,000 global recruiters, they have access to opportunities offered by leading organisations in the financial, oil and petrochemical, renewable energy, manufacturing and fast-moving consumer goods (FMCG) industries.

For students seeking to gain international exposure, overseas internships present advantageous opportunities to expand their portfolio and step out of their comfort zone. Interns typically undergo significant personal and professional development while working abroad, resulting in greater maturity, independence, multilingualism and sensitivity to global issues – some of the key qualities employers seek. Countries where students have been successfully placed for internships include China, Hong Kong, India, South Korea, Thailand and Vietnam.
Through intensive engagement and preparation, many NUS Business School graduates eventually gain employment with established corporations. A large number are employed by banks and financial institutions like Barclays Capital, Credit Suisse, Deutsche Bank, HSBC, JP Morgan Chase, Merrill Lynch, Morgan Stanley and Standard Chartered Bank.

Our graduates have also kick-started their careers in BP, General Electric, Keppel Logistics, PricewaterhouseCoopers, Procter and Gamble, Samsung, Shell and many other leading global organisations.

“As the only candidate hired to join HSBC Global Banking & Markets G3 Currency Trading Desk in Hong Kong this year, it is a dream come true.

I am grateful to Career Services for all their support. From the wide range of career-related resources provided, networking events organised to the numerous internship and job opportunities sourced, it has certainly enhanced the employability of NUS Business School graduates in the market.”

Chia Wen Min, Joel, BBA Honours
CONNECTING TO YOUR NEEDS
STUDENT ACCOMMODATION

On-campus living is an integral part of the undergraduate experience. It cultivates independence, as well as expands your social and cultural horizons. The wide array of activities available at these residences allows for learning and interaction beyond the classroom, making the NUS adventure an all-around, memorable one.

Full-time undergraduates have the option of choosing to stay at any of the 6,000 on-campus residential places in the six Halls of Residence and three Student Residences.

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

VIBRANT STUDENT LIFE

As a BBA student, you have a wealth of student clubs and activities at your disposal. At the top of the list is the BizAd Club, a close-knit community of past, present and future BizAders. Feel the buzz from the BizAd Camp and Rag & Flag to CEO breakfast talks – the excitement never stops! The BizAd Club is the ideal platform for you to hone your leadership skills and forge lifelong friendships.

In addition to the BizAd Club, other clubs and societies available include NUS Students in Free Enterprise (NUS-SIFE), the Social Entrepreneurship Forum, Biz Network Group and AIESEC – students for volunteerism, NUS Entrepreneurship Society and NUS Investment Society. In keeping with modern technology, we even have our very own BBA blog and Facebook account. Staying in touch could not be easier!
**STUDENT ENTERPRISE CENTRE**

Business is the name of the game and nothing beats first-hand experience. The Student Enterprise Centre was established by NUS Business School to encourage and provide entrepreneurship activities among undergraduates. It even offers a virtual office service, allowing students to use the Business School address as the correspondence address with external parties.

**OUTSTANDING STUDENT ACHIEVEMENTS**

The practical application of classroom concepts to real-life business situations tests a student’s critical thinking and problem solving skills. Competitions are an effective method of honing and benchmarking the abilities of our students.

Our BBA students stand among the best when it comes to international competitions. From case competitions to business competitions, they have and will continue to make their mark in the global arena. Major competitions that they have triumphed in include the L’Oréal Brandstorm Marketing Game, FutureBrand FutureTalent Awards, Copenhagen Business School Case Competition, IBM Young Entrepreneurship Award, Citibank Case Challenge, and the Start-Up@Singapore National Business Plan Competition, to name a few.

**DISTINGUISHED ALUMNI**

The NUS Business School alumni reads like a who’s-who list. Out of some 27,000 members, many of them hold senior positions in both the private and public sectors, making them a treasure trove of expertise and resources for the School.

Through regular networking sessions, seminars, workshops, and social events, we continue to engage our alumni. To ensure that we remain in touch with our increasingly global alumni, we have established an international network of alumni chapters and contact points, with a presence in China, India and several ASEAN countries.
A BRAND NEW BUILDING

NUS lays claim to the largest campus of any local university, with 140 hectares at Kent Ridge, five hectares at Bukit Timah, 24,000sqm at Outram and 19 hectares at University Town. Easily accessible by public transport, the lush campus grounds are designed for conducive learning and interaction.

From 2009, BBA students will enjoy their academic journey in the Business School’s new flagship premises, the Mochtar Riady Building.

Designed to facilitate the exchange of ideas and knowledge, informal interaction zones are thoughtfully peppered throughout the 16,000 sq-metre infrastructure that also features an impressive five-storey atrium, a glass façade and a dramatic open-air skylight.

Named after Dr Mochtar Riady, Founder & Chairman of the Lippo Group, in recognition of the Group’s generous donation to the NUS Business School, the iconic building will serve as a launching pad for many generations of business leaders to come.
ADMISSION REQUIREMENTS

New ‘A’ Level Curriculum (H1/H2/H3 Subjects)
These are the minimum requirements needed for students (regardless of nationality) who sat for the new ‘A’ Level (i.e. H1/H2/H3 subjects) examination to apply for admission to NUS in 2009:

A. Pass in at least two subjects at H2 Level and offer either General Paper (GP) or Knowledge & Inquiry (KI) in the same sitting.

B. Meet the Mother Tongue Language (MTL) requirement for admission by having one of the following:
   1. a minimum of D7 for the higher MTL paper taken at the ‘O’ Level examination
   2. a minimum of ‘S’ grade for the H1 MTL paper or General Studies in Chinese
   3. a minimum of ‘S’ grade for the H2 MTL paper taken at the ‘A’ Level examination
   4. a pass in the MTL ‘B’ Syllabus paper at the ‘A’ Level examination

Old ‘A’ Level Curriculum (‘A’/‘AO’ results)
These are the minimum requirements for students (regardless of nationality) with the Singapore-Cambridge GCE ‘A’ Level qualification, to apply for admission:

A. Pass in at least two subjects at ‘A’ Level and offered General Paper (GP) at one sitting.

B. Meet the Mother Tongue Language (MTL) requirement for admission by having one of the following:
   1. a minimum of D7 for the higher MTL paper taken at the ‘O’ Level examination
   2. a minimum of D7 for the ‘AO’ MTL paper, higher MTL or General Studies in Chinese
   3. a minimum of ‘O’ grade for the ‘A’ Level MTL paper or higher MTL paper taken at the ‘A’ Level examination
   4. a pass in the MTL ‘B’ Syllabus paper at the ‘A’ Level examination
“We invite sensitive, inquisitive and articulate students, who wish to be held to the utmost honour standards, to become caring, analytical and persuasive leaders. Please come join us if you excel with independent thinking and are beaming with intellectual curiosity: communicative, smart mavericks are welcome.”

Dr Helen Chai, Assistant Dean, Undergraduate Admissions and Student Life

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<tr>
<th>NUS Courses</th>
<th>Representative Grade Profile</th>
<th>10th percentile</th>
<th>90th percentile</th>
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<tbody>
<tr>
<td>Business Admin</td>
<td>AAB/B</td>
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<th>NUS Programmes</th>
<th>Representative Grade Profile</th>
<th>Polytechnic GPAs</th>
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<td>3.64</td>
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<tr>
<td>Business Admin (Accountancy)</td>
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Polytechnic Admission Requirements
Polytechnic diploma holders admitted to either 3- or 4-year programmes will be granted advanced placement credits in relevant modules for up to a maximum of 40 MCs (Modular Credits) as follows:

• Up to 8 MCs from the University Level Requirements, comprising one General Education Module and one Breadth Module
• Up to 12 MCs from Unrestricted Elective Modules
• Up to 20 MCs from Programme Requirements

NUS High School Diploma Admission Requirements
The NUS High School of Mathematics and Science Diploma can be used in place of the above mentioned certifications for admission into NUS.

You should also meet the Mother Tongue Language (MTL) requirement for admission by having one of the following:

1. a minimum of D7 for the higher MTL paper taken at the ‘O’ Level examination
2. a minimum of ‘S’ grade for the H1 MTL paper or General Studies in Chinese
3. a minimum of ‘S’ grade for the H2 MTL paper taken at the ‘A’ Level examination
4. a pass in the MTL ‘B’ Syllabus paper at the ‘A’ Level examination

If you are an applicant who has been exempted from MTL as approved by MOE, the MOE-approved subject-in-lieu will be considered as your MTL subject.

International Baccalaureate (IB) Diploma Admission Requirements
The IB Diploma can also be used in place of the above mentioned certifications for admission into NUS.

Graduating students who are sitting for IB Diploma examinations in May 2009 (receiving actual IB Diploma results in July 2009) may apply for admission with their forecast IB results, as attested by their school.

International Students Admission Requirements
You fall under this category if you are neither a Singapore Citizen nor Singapore Permanent Resident (SPR) and not presenting the qualifications listed below:

1. Singapore-Cambridge GCE ‘A’ Level
2. Diploma from a Polytechnic in Singapore
3. International Baccalaureate
4. NUS High School Diploma

You should have completed or are completing high school (at least 12 years of general education in the year of application). The medium of instruction at NUS is English. As such we will expect you to have achieved a minimum level of English proficiency. For certain qualifications, additional English Language test scores are needed. While academic merit is a key consideration, we also consider exceptional achievements in co-curricular activities and competitions. The minimum acceptable SAT scores are 600 for the Critical Reading Section, 600 for the Writing Section, and 650 for the Mathematics Section. Subjects for the SAT II include Mathematics II and two subjects of your choice (including Mathematics I).
The annual tuition fees are highly competitive compared to other international universities of similar standing. Full-time NUS students enjoy heavy subsidies by the Singapore government in the form of a tuition grant.

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.

**TUITION FEES**

Scholarships and awards at both the university and faculty-level are available to students. They include:

- The NUS Global Merit Scholarship
- NUS (Merit) / NUS Undergraduate Scholarship
- NUS Faculty Scholarships and Awards
- ASEAN Undergraduate Scholarship
- LKY STEP Award
- Singapore Airlines-Neptune Orient Lines (SIA-NOL) Undergraduate Scholarship (for applicants of Indian nationality)
- Undergraduate Scholarship for Hong Kong Students
- The Khoo Teck Puat Scholarship (for needy students of Singaporean or Chinese nationality)
- NUS Business Dean’s Scholarship
- NUS Business Scholarship
- NUS Business Study Award
- Tahir Financial Scholarship (for needy students)
- Logistics Scholarship (for those specialising in Logistics and Operations Management)
- Saw Centre BBA Finance Scholarship (for those specialising in Finance)
- Singapore Chinese Chamber of Commerce Foundation Scholarship
- Isaac Manasseh Meyer Scholarship (for Honours students)
- Ministry of Education Teaching Award [for BBA (ACC.) students]
- KPMG Scholarship Award [for BBA(ACC.) students]
- PwC Scholarship [for BBA(ACC.) students]
- CPA Australia Scholarship
- SGX Scholarship
The National University of Singapore (NUS) is a leading global university centred in Asia with a rich heritage dating back over a century. Its competitive advantage lies in its global approach to education and research while keeping rooted to key Asian principles.

Each year, the university opens its doors to students of multiple nationalities and varying walks of life. Housing 13 faculties and schools across three campuses, NUS’ broad-based curriculum will expose you to an extensive range of cross-disciplinary subjects outside of the Business School. Its holistic campus experience and myriad of programmes serve to both widen and brighten your social circle, providing an ideal platform for the exchange of culture, values, and ideas.

IF YOU HAVE WHAT IT TAKES, GET IN TOUCH WITH US

bba.nus.edu

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BiZ 2 Building Level 6
Singapore 117592

nus.edu