BACHELOR OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION (ACCOUNTANCY)
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“A highly-ranked business school that provides each student the best preparation platform and springboard to a promising career.”

LEADING FROM ASIA

A highly-ranked business school that provides each student the best preparation platform and springboard to a promising career.”

MOST SELECTIVE
ACCOUNTANCY & BUSINESS

LEADING FROM ASIA

INDICATIVE GRADE PROFILE
ACADEMIC YEAR 2016/2017
(10TH PERCENTILE)

A-LEVEL: AAA/C
POLYTECHNIC GPA: 3.85

BBA

BBA (ACCOUNTANCY)

A-LEVEL: AAA/A
POLYTECHNIC GPA: 3.89

GROSS MONTHLY SALARY FOR GRADUATE YEAR 2015

(mean)

BBA
(BBA (HONOURS))

$4,326
$3,341

BBA (ACCOUNTANCY)
(BBA (ACCOUNTANCY) (3-YEAR PROGRAMME))

$3,587
$2,983

OVERALL EMPLOYMENT FOR GRADUATE YEAR 2015

(6 MONTHS AFTER GRADUATION)

BBA
(BBA (HONOURS))

96.0%
88.2%

BBA (ACCOUNTANCY)
(BBA (ACCOUNTANCY) (3-YEAR PROGRAMME))

98.6%
97.6%
What do you do on a daily basis at work?

You often hear bankers say that there isn’t quite a typical day at work - that is true, even more so when I move into different roles every few months as a Management Associate. I do very much the same things as the more experienced members on my team. That is my firm’s way of helping me up the learning curve in the quickest time possible and showing how much they entrust their people with responsibilities. While I was in FX sales, I was a dealer for clients - picking up their calls and quoting and booking FX deals for them. At Investment Products, I liaise with counterparties to structure products for our clients. During my stint with Compliance, I had to advise businesses on how they could adhere to regulations. What I have provided is a very brief, theoretical glimpse into each role. The reality is having to be 100% hands-on and ready to take on new challenges, learnings and surprises every single day.

Why become a banker/investment analyst?

The banking world is super dynamic, which bodes well with the pace I like to work at. Also, I wanted to be working amongst sharp minds, while always being able to be challenged every single day.

The reality is having to be 100% hands-on and ready to take on new challenges, learnings and surprises every single day.

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What is the most useful experience/skill you gained during your time in NUS Business that has benefited you till today?

The most useful experience is my bravery to try new things. The appetite for risk that I have worked with some of the brightest minds at NUS Business, where there is a constant pursuit for excellence. This has become second nature at the workplace too, where the instinct is not to take the easiest way out but to always seek ways to value-added. Short-cuts are tempting but the desire to bring standard to your job is a lot more long lasting. More importantly to me, the most precious part of the NUS culture is that people excel humbly, and humility will always be a trait that I look to uphold amongst successes.

What traits do you think are most important for a business graduate to have?

Be likeable - that comes with humility, being genuine and communication. There are so many brilliant people around that it takes more than paper results to form a positive impression. Truth is, people do form impressions very quickly. I often hear bosses mention that hard skills can be taught

but not soft skills. While results may be impressive, people are attracted to personality ultimately Communication skills are critical in keeping you out of trouble and very much determine how people size you up. Also, always keep an open mind and be keen in learning from others.

What advice will you give to students considering a degree/career in business?

Go for it, and once you are in, be brave and never let anyone (or any setbacks) derail you from your path. You will discover that a degree/career in business will present endless opportunities for you. Some may seem daunting, some may slip past you. However, you are the only one who can truly shape your experience. Also, never belittle the networks that you form along the way because this industry is a lot more connected than you may think. My time at NUS Business School remains one of my best memories, and it has opened roads for me. With a degree in business, the world is your oyster. The choice will be yours to make the best of it!
NUS Business School hosts our very own competitions on a local and international scale. These competitions engage students from local and overseas universities and are excellent focal points for students to congregate, exchange and share inspiring ideas across borders. Our competitions like the NUS-Shell Case Competition, UOB-NUS International Case Competition, and the JC Case Competition give our local Junior College students a peek into the lives of a tertiary student at NUS Business School.

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:
RAPIDLY CHANGING WORK LANDSCAPES AND UNCERTAIN ECONOMIC TRENDS ARE PUSHING US TEACHERS TO
REFLECT ON THE NEEDS OF THE NEW GENERATION OF LEADERS. GRADUATES WILL WORK IN VOLATILE ENVIRONMENTS
CHARACTERISED BY GREATER AMBIGUITY IN CAREER, INDUSTRY AND NATIONAL BOUNDARIES, AND A GREATER
USE OF ICT, DATA ANALYTICS AND OTHER EMERGING TECHNOLOGIES. A GROWING NUMBER WILL ALSO LAUNCH OR WORK IN START-UPS.

NUS Business School recognises the need to equip our students to be Agile for the VUCA world. With the enhanced holistic programme, our students are groomed to possess multiple skill sets in several disciplines and the know-how to tackle the many new business challenges, producing quality leaders who thrive in a volatile, dynamic marketplace.

The refreshed BBA curriculum promises the most customisability, with options to pursue multiple specialisations and cross-disciplinary studies. Students will graduate skilled in varied professional fields.

For more information on the new BBA curriculum, please refer to the attached insert.
DOUBLE DEGREE PROGRAMME

Highly motivated students with an interest in two complementing disciplines can consider the Double Degree Programme, thereby being conferred 2 NUS bachelor degrees upon completion. Students will undergo preparation in 2 professional fields, and be able to pursue a career in either of these upon graduation in the following combinations:

- Law
- Engineering
- Communications & New Media
- Economics
- Computer Science
- Information Systems
- Ad hoc Double Degree

nus.edu.sg/registrar/edu/UG/spugp-double-degree.html

CONCURRENT DEGREE PROGRAMME

The Concurrent Degree Programme is similar to the Double Degree Programme in duration. However, in a DDP, the student is awarded two Bachelor degrees upon graduation, but for a CDP, the student is awarded a Bachelor and a Masters degree upon completion. A student may choose from the following options:

- Master in Public Policy (with Lee Kuan Yew School of Public Policy)
- Master of Science in Management
- Dual Master of Science in Management & CEMS Master’s in International Management

http://www.nus.edu.sg/registrar/edu/UG/spugp-concurrent-degree.html
bba.nus.edu/concurrent_mpp
bba.nus.edu/concurrent_msc
bba.nus.edu/concurrent_cems

NUS GRADE-FREE SCHEME

The Grade-free Scheme seeks to allow students to transit into university life academically and socially so as to reduce students’ anxiety towards grades. As students will have the option not to factor their grades for that semester into their Cumulative Average Point (CAP), the grade-free scheme will allow students to achieve a more holistic education experience that transcends academic results.

bba.nus.edu/undergrad_gradefree.html

NUS UNIVERSITY-LEVEL REQUIREMENTS

GENERAL EDUCATION

Regardless of the choice of major, there is a broad range of knowledge, abilities, predispositions and attitudes that NUS expects of a university graduate, collectively serving as the hallmark of higher education. General Education (GE) connects disciplinary knowledge and perspectives with the skills needed for lifelong learning beyond the university.

With the exception of students from the University Scholars Programme and the University Town College Programme, undergraduates will be required to read one GE Module from each of the five pillars (total: 20 Modular Credits/MCs).

nus.edu.sg/registrar/gem/home

The Five Pillars of Education

- Human Cultures
- Asking Questions
- Quantitative Reasoning
- Singapore Studies
- Thinking And Expression

Note: Each Module is worth 4 Modular Credits (MCs) unless indicated otherwise.
GLOBAL AND EXPERIENTIAL

A required component in the refreshed BBA2017 Curriculum, students will be able to meaningfully expand their horizons, and graduate as global-minded, culturally aware individuals, able to manoeuvre in highly diverse work environments.

UNIVERSITY TOWN COLLEGE PROGRAMME & UNIVERSITY SCHOLARS PROGRAMME

Offered by the University Scholars Programme, Tembusu College, College of Alice and Peter Tan and Residential College 4, the University Town College Programme is an integrated living and multidisciplinary learning programme which equips students with a holistic understanding of complex issues, fosters an appreciation of differences and diversity, and hones effective communication skills.

Also, the University Scholars Programme (USP) is an undergraduate academic programme that focuses on strengthening core academic and professional skills – writing and critical thinking, analytical and quantitative reasoning, the ability to ask the right questions and pursue research, and the habit of reflecting upon ideas within a broad intellectual landscape.

utown.nus.edu.sg
usp.nus.edu.sg
STUDENT EXCHANGE PROGRAMME (SEP)

Students spend a semester reading courses at an overseas partner university, and in so doing, gain invaluable experience abroad through a culturally-different environment and broaden your outlook and approach to doing business.

bba.nus.edu/sep

STEER PROGRAMMES

The STEER programme is designed to build and cultivate familiarity and interests in burgeoning economies in India, the Middle East, Vietnam, China and Brazil.

nus.edu.sg/iro/prog/steer/index.html

NUS OVERSEAS COLLEGES

A prestigious entrepreneurship development programme that gives NUS students opportunities to work and study in leading entrepreneurial and academic hubs for up to a year.

bba.nus.edu/noc
VIBRANT CAMPUS LIFE

Besides overseas experiences, students can look forward to a vibrant campus life filled with multi-disciplinary programmes provided by the University. This myriad of opportunities and connection to diverse communities provides the best network of lifelong friendships that see students through their life and career journeys.

CAMPUS LIVING

HALLS OF RESIDENCE
Full-time undergraduates have the option of staying at any of our six Halls of Residences and three Student Residences:
- Eusoff Hall
- Kuok Foundation House
- Raffles Hall
- Prince George’s Park Residences
- Temasek Hall
- Ridge View Residences
- King Edward VII Hall
- Kent Ridge Hall
- Sheares Hall

UNIVERSITY TOWN COLLEGE PROGRAMMES
Be a BBA/BBA(ACC) student and also part of:
- University Scholars’ Programme (USP)
- Tembusu College
- College of Alice and Peter Tan (CAPT)
- Residential College 4

Multidisciplinary Programme
- Explore across Disciplines
- Small Classes, Out-of-Classroom Learning
- Fulfil University Level Requirements with Modules unique to each programme

Integrated Residential Component
- Vibrant Communities

BIZAD CLUB
Join the NUS Students’ Business Club, the premier student organisational body and ideal platform for honing and developing lifelong skills and friendships. Expect regular events organised by this close-knit community of past and present BBA students that promotes creativity, initiative, entrepreneurship and of course, fosters camaraderie.

In addition, NUS also boasts more than 100 activity clubs and interest groups for students to participate in providing a highly enriching university experience.

INDUSTRY RELEVANCE

Students will complete a comprehensive career preparatory programme, and coupled with other industry-focused experiences, emerge market-ready, and highly sought-after by recruiters.

http://www.nusbizadclub.com
nusbizadclub
nus.edu.sg/osa
NUSStudentOrganisations
CAREER CREATION PROGRAMME (CCP)

An official programme that empowers students for the future, the CCP introduces a holistic programme to equip students with the necessary tools to prepare for their career.

- Strategic Career Planning
- Job Search Strategies
- Resume & Cover Letter Writing
- Interview Skills
- Networking Techniques
- LinkedIn & Social Media Presence

INTERNSHIPS

Students in their third and fourth years may choose to embark on credit-bearing internships that place them in companies and linking theoretical knowledge to real-world issues.

Credit-bearing Internships:
- 8-week internship: 4 modular credits
- 16-week internship: 8 modular credits
- Grades do not count towards CAP score, only for credit fulfilment

WHERE OUR GRADUATES GO

ACCOUNTANCY
- Treasury Analyst, Auditor, Budget Analyst, Tax Accountant, Managerial Accountant, Credit Analysis Manager, Cost Accountant etc.

SUPPLY CHAIN MANAGEMENT
- Freight Forwarding, Logistics Planning etc.

BANKING & FINANCE
- Investment Banking, Corporate Banking, Trading & Securities, Private Wealth / Asset Management, FOREX, Financial institutions etc.

MANAGEMENT & HUMAN CAPITAL
- Human Resources, Recruitment, Head-Hunting, Training & Development, Management consulting etc.

ENTREPRENEURSHIP
- Brand Management, Marketing Communications, Advertising, PR, Social Media & Digital Marketing etc.

ACCOUNTANCY
- Deutsche Bank
- EDB Ernst & Young
- ExxonMobil
- Far East Organisation
- Foo Kon Tan
- Grant Thornton
- Flow Traders
- Frost & Sullivan
- General Electric
- Goldman Sachs
- GARENA
- Google
- Gordian Capital
- GlaxoSmithKline
- Heineken
- Heinz
- HSBC
- HDB
- ICAP AP
- Inditex
- Infineon
- Johnson & Johnson
- J.P. Morgan
- KIMBERLY CLARK
- KPMG
- L’OREAL

SUPPLY CHAIN MANAGEMENT
- Rsm Chio Lim
- Sembcorp Marine
- Shell
- Singtel
- Solutions Provider
- Singapore Press Holdings
- Spring Singapore
- Standard Chartered Bank
- Swissotel
- TD Securities
- Tembusu Partners
- The Bank of Tokyo-Mitsubishi UFJ
- The Nielsen Company
- Toyota
- Temasek Holdings
- UBS
- Uniqlo
- Unilever
- United Overseas Bank
- Value Partners
- Management Consulting
- Van Cleef & Arpels
- Vantastic Partners
- WPP Singapore

BUSINESS SCHOOL CAREER SERVICES

NUS Business School has a highly professional and dedicated team, working closely with students to ensure their market readiness. Our students are highly sought after by global and local companies. Our team actively engages and fosters close partnerships with recruiters across all major industries, bringing meaningful job and internship opportunities for our students.
LEADERSHIP

To foster leadership qualities in the fast-changing corporate world, students will be equipped in a wide range of robust learning opportunities to develop the leadership spirit in them.

NURTURING AGILE LEADERS WITH MARKETPLACE IMPACT

BIZAD LEADERSHIP DEVELOPMENT PROGRAMME (BLDP)

The BIZAD Leadership Development Programme (BLDP) is a new initiative that seeks to provide business students additional development opportunities to realise their leadership potential and become a more holistic and outstanding leader. Selected students enrolled in this programme will undertake BIZAD Leadership modules unique to the programme.

bba.nus.edu/academic-programmes/bba-bizad-leadership-development-programme

MODULES ON LEADERSHIP:
- Leadership & Decision Making under Uncertainty
- Leading in the 21st Century
- Leading Across Borders
- Leading Business with Social Conscience

SPECIALISATION IN LEADERSHIP & HUMAN CAPITAL MANAGEMENT

LEADERSHIP SEMINAR SERIES

An inspirational series of three to four seminars delivered by industry leaders will be conducted annually with the aim of helping students advance their leadership skills to build their capacity to lead successful change.
ENTREPRENEURIAL

Fully embracing the entrepreneurial culture amongst the younger generation, the new BBA2017 Curriculum is designed both to bring out the entrepreneurial spirit in students, and facilitate the generation of new business ideas. In support of this, the new BBA 2017 Curriculum now includes:

Innovation & Entrepreneurship

3rd Year intensive one-week Capstone Modules:

Entrepreneurship Boot Camp

Developing Impactful Social Sector Solutions

Why NUS?
After graduating from Ngee Ann Polytechnic (Diploma in Business Studies), I applied to SMU, NTU and NUS but chose to study at NUS because I was given the Global Merit Scholarship and was also attracted to the NOC programme that is only offered by NUS. The idea of having the opportunity to gain exposure in Silicon Valley is one of the major draws for me.

I never regretted coming to NUS in fact, NUS has the ecosystem and support that is necessary to develop individuals. It has a robust and well-established infrastructure as well as extensive learning programmes for students, including aspiring entrepreneurs like myself. There are so many opportunities out there, and it is really up to you to decide which programmes you would want to pursue.

Why did you decide to pursue the dream of becoming an entrepreneur?
I have a passion for technology. Prior to NOC, I wanted to set up cafes, and was interested in being a high tech fish farmer at one point. But the NOC programme opened my eyes and expanded my love for technology further. It was through my stint at NOC Silicon Valley that I found out what technology can do to make an impact e.g. Facebook, Dropbox. So in May 2012, I co-founded Carousell with my current co-founders Lucas Ngoo and Marcus Tan. After spending a year at NOC Silicon Valley (Stanford University), it spurred me on further to achieve my dream of becoming an entrepreneur. I wanted to start my own business, and the programme equipped me with both the practical skills to run my business effectively as well as the theoretical knowledge from the classroom.

How did NUS and the Business School support you in fulfilling your dream?
NUS gave me the support system I needed to pursue my passion and channel all my energy to solve problems and challenges that came along the way. In my experience in Silicon Valley, there is no one to judge you and the culture is such that it inspires people to take risks and there is no concept of failure; inspiring me to just do what I am most passionate about.

I also benefitted from the supportive mentorship from the Business School. I did well for my GCE O levels but instead of going to a good Junior College, I decided to take up Business Studies just right after my exams, I wanted to focus on my dream to become an entrepreneur. I spoke to my faculty’s Vice-Dean about dropping my honours programme, which is not something that most students would do. I was quite amazed that Prof Hum Sin Hoon was very encouraging and supportive of the idea and did not really dissuade me of my decision.

Quek Siu Rui,
Co-founder of Carousell, Class of 2012
SCHOLARSHIPS & AWARDS

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

bba.nus.edu/scholarships.html
bba.nus.edu/awards.html

BURSARIES

- Alice & Peter Tan Bursary
- Alim Markus Bursary
- Anthony Neo Bursary
- APEX-E22 Bursary
- Bengawan Solo Bursary
- Choo Choy Yim Bursary
- Comod-Aire Bursary
- D. Sankaraguruswamy Bursary
- ESO-NUS Business School Undergraduate Bursary
- Foo Hee Lim Bursary
- Gan Choon Eng Memorial Bursary
- Gan Swat Loong Bursary
- Irene Ho-Seng Wi Lee Leng Memorial Bursary
- Jennifer Mao Bursary
- Just Education Bursary
- Kwa Fong and Raymond Goh Bursary
- Lam Ping Hong Memorial Bursary
- Lawrence Tw Peh Bursary
- Leong Siew Meng Memorial Bursary
- Lim Chin Memorial Bursary
- Mizuho Bursary

APPLICATION DEADLINES

- Early Application: 31 January
- Later Application: 30 April

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.

bba.nus.edu/admissions/bursaries.html
At NUS Business School, students take a transformative journey, and be A.G.I.L.E through the Academically rigorous and flexible curriculum, diversity of Global and experiential opportunities, Industry-relevant infrastructure, varied options for Leadership development and highly Entrepreneurial environment. Through the full BBA experience, they forge ahead with confidence and future-readiness, prepared to make the most of an increasingly dynamic and unpredictable world.
NEW CURRICULUM HIGHLIGHTS

YEAR 3 STUDENTS HAVE THE OPTION TO READ INTENSIVE ONE-WEEK EXPERIENTIAL MODULES WHICH PROVIDE HANDS-ON LEARNING, DRIVEN BY THE UNDERTAKING OF ACTUAL ENTREPRENEURIAL OR SOCIAL PROJECTS.

3RD YEAR CAPSTONE MODULES

COMPULSORY GLOBAL IMMERSION

- Understand how management principles can be applied to social projects
- Gain awareness of ethical and social causes in society
- Gain direct experience working on a social project

ENTREPRENEURIAL BOOT CAMP

- Experience the detailed tasks involved in launching an entrepreneurial venture
- Gain a cross-disciplinary perspective of entrepreneurship
- Gain direct experience conceptualising an entrepreneurial venture

HONOURS BY COURSEWORK OR BY RESEARCH, CATERING TO STUDENTS WITH VARYING ACADEMIC INCLINATIONS AND ASPIRATIONS.

- Coursework track: 3 business modules in area of specialisation + Field Service Project
- Research track: Individual dissertation in area of specialisation + 2 advanced Independent Study Modules, or Field Service Project

All students are now automatically accepted into the Honours programme with the option to withdraw and complete with a basic degree if they wish. The Honours programme also features a dual track: Honours by Coursework or by Research, catering to students with varying academic inclinations and aspirations.

- Dual Track Honours Programme
  - Coursework track: 3 business modules in area of specialisation + Field Service Project
  - Research track: Individual dissertation in area of specialisation + 2 advanced Independent Study Modules, or Field Service Project

Pursue a second major or minor from over 25 options

DIRECT ADMISSIONS TO 2ND MAJORS & MINORS

DIRECT HONOURS

DIRECT SAMPLER

LEADERSHIP DEVELOPMENT PROGRAMMES

AGILE

ACADEMIC | GLOBAL & EXPERIENTIAL | INDUSTRY-RELEVANT | LEADERSHIP | ENTREPRENEURIAL

DIRECT ADMISSIONS FOR MAJOR & MINOR PAIRINGS FOR BBA 2017

2ND MAJOR + MINOR PAIRINGS FOR BBA (ACC)

- Business Analytics
- Innovation & Entrepreneurship
- Business Economics
- Psychology
- Comms & New Media
- Economics
- Statistics
- Real Estate
- Public Health
- Financial Mathematics

* Offered by Faculty of Arts and Social Sciences
** Offered by School of Computing

REFERRAL: "GLOBAL AND EXPERIENTIAL" SEGMENT OF THE BROCHURE TO FIND OUT MORE!
All students are now automatically accepted into the Honours Programme. Complete your degree journey with either an Honours by Research or Coursework depending on your academic inclinations and aspirations.

**RESEARCH OPTION:**
- Dissertation in area of specialisation
- Advanced Independent Study Modules
- Field Service Project

**COURSEWORK OPTION:**
- 3 BIZ modules in area of specialisation
- Field Service Project

Moving on, build yourself a strong business foundation with the new curriculum’s streamlined compulsory core modules. Importantly, this refreshed structure creates the flexibility and autonomy to pursue one or more specialisations later during your candidature.

**FOR BBA STUDENTS...**
- Calculus and Statistics
- Microsoft Excel Skills for Business

**FOR BBA (ACC) STUDENTS...**
- Business Analytics
- Business Economics
- Innovation & Entrepreneurship
- Finance
- Marketing
- Leadership & Human Capital Management
- Operations & Supply Chain Management

**NEW MODULARS...**
- Decision Analytics Using Spreadsheets
- Programming for Business Analytics
- Managerial Economics
- Global Economy

**SPECIALISATIONS**
- Develop multiple areas of expertise and be equipped for the fast changing economy with us! The new curriculum now boasts 7 specialisations to choose from, each with an intensity and rigour that hones the AGILE business leader in you.

**Students are also encouraged to pursue beyond one compulsory specialisation or read a second major or minor from outside of the School.**

**SPECIALISATIONS FOR BBA STUDENTS...**
- Managerial Accounting
- Corporate Accounting and Reporting I
- Corporate Accounting and Reporting II
- Accounting Information Systems
- Assurance and Attestation
- Corporate and Securities Law
- Taxation
- Advanced Corporate Accounting and Reporting

**SPECIALISATIONS FOR BBA (ACC) STUDENTS...**
- Managerial Accounting
- Corporate Accounting and Reporting
- Corporate Accounting and Reporting II
- Accounting Information Systems
- Assurance and Attestation
- Corporate and Securities Law
- Taxation
- Advanced Corporate Accounting and Reporting

**LEADERSHIP CORE**
- Leadership and Decision Making under Uncertainty
- Communication Skills for Business Leaders
- Strategic Management

**FUNCTIONAL CORE**
- Accounting for Decision Makers
- Finance
- Organisational Behaviour
- Legal Environment of Business
- Principles of Marketing
- Operations and Technology Management

**ANALYTICAL CORE**
- Decision Analytics Using Spreadsheets
- Programming for Business Analytics
- Managerial Economics
- Global Economy

**ACADEMIC ORIENTATION MODULES**
Start off your journey with online-based multimedia modules in Calculus and Statistics, and Microsoft Excel Skills for Business. Fresh to the BBA curriculum, these modules provide consistent pre-requisite knowledge preparation for a smooth transition to university education.

**DIRECT HONOURS**
All students are now automatically accepted into the Honours Programme. Complete your degree journey with either an Honours by Research or Coursework depending on your academic inclinations and aspirations.

**INTENSIVE PRIMER MODULE**
Effective at introducing specific knowledge and experiential skills within a relatively short time frame, this intensive, concentrated module is a graduating requirement.

**STRATEGIC DISTINCTION MODULE**
Moving in, build yourself a strong business foundation with the new curriculum’s streamlined compulsory core modules. Importantly, this refreshed structure creates the flexibility and autonomy to pursue one or more specialisations later during your candidature.

**RESEARCH AT COURSEWORK**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**
A rigorous and broad-based, but in-depth business management programme that seeks to sharpen and develop the business leader in each of our students.

**BACHELOR OF BUSINESS ADMINISTRATION (ACCOUNTANCY) [BBA (ACC)]**
A rigorous and versatile accountancy programme, complemented with a strong business management foundation that grooms our students for the profession.

**CURRICULUM Roadmap**
Embark with us on an AGILE academic journey with multiple opportunities to acquire both in-depth business and cross-disciplinary expertise.