

THE MINOR FEATURE

CONFLICTED ABOUT WHICH
MINOR TO CHOOSE?

FIND OUT ABOUT
COMPLIMENTARY MINORS AS A
BUSINESS ANALYST MAJOR AND
CONSIDERING FACTORS FOR
MINOR SELECTION

MUST-KNOWS FOR MINOR
DECLARATION

UPCOMING EVENTS

Shopee Ultra Hackathon '20

13 - 15 March 2020

*Registration closes on
14 February 2020

COMPLIMENTARY MINOR FOR BA MAJORS

A Minor is a secondary concentration of courses that often complements the Major, i.e., another area to focus on in addition to the major.

Having a complementary Minor to our Business Analytics (BA) curriculum will enhance and broaden our expertise beyond business analytics.

There are many Minors that we can pursue based on our personal strengths and interests. Here are some suggestions to consider.

Information Technology

This Minor allows BA students to acquire foundational knowledge and technical skills relevant to the tech industry. Courses such as Web Application Development will enable students to develop websites through various data sources, as well as design applications through dynamic modelling and programming languages such as Python and JavaScript. Combining analytics with IT will boost the fundamentals of data analytics with added know-how of the IT world. Possessing the ability to speak the language of both business and technology will facilitate the execution of analytics through analytical software.

Financial Technology

A Minor in Financial Technology (Fintech) equips BA students with the skills set in the area of financial technology to increase their capabilities to meet the needs of the ever-changing finance industry.

This provides them with the necessary knowledge to make effective decisions using financial resources. Courses such as Financial Management can boost students' fundamentals in applying key financial concepts such as budgeting, valuation and risk management to conduct a more informed financial analysis.

Supply Chain Management

Another Minor to consider is Supply Chain Management through which BA students can learn about supply chain processes in areas such as inventory, warehousing and quality management to improve supply chain performance. Applying analytics to supply chain management allows for in-depth analysis of logistics systems. Analysts can help improve the flow of processes, minimise costs and enhance supply chain efficiency.

Marketing

BA students with a Minor in Marketing will be able to hone their understanding of key concepts within the marketing field. Combined with extensive knowledge in data analysis, they will be able to provide evidence-based insights to support decision making to improve customer retention, loyalty and satisfaction. The insights also enable the implementations of more effective marketing strategies.

Mobile Application Development

BA students looking to equip themselves with programming skills such as C++ and HTTP programming can consider the Mobile Application Development Minor. Although the key emphasis is on the development of mobile applications, BA students will

be able to integrate technical tools such as Android Studio Developer, Xcode, and Swift into executing applications based on prior analyses conducted. The combination of mobile applications and analytics will drive analytics onto a mobile platform level and provide more user insights.

<DidYouKnow>

You can change your Minor after declaring it as long as you have not completed any courses under the Minor.

If you have completed any courses under the Minor declared and would like to change your Minor, you will need to seek permission from the School. Assuming you get the relevant approval, your progress may be reset and you may need to take additional modules to fulfill the new Minor requirements. This may affect your graduation timeline and tuition fees.

Thus, students should consider carefully before declaring their Minor.

SPECIAL THANKS

We would like to extend our heartfelt thanks to Professor Koh Hian Chye (Director, Business Intelligence & Analytics) for his valuable advice and guidance during the editing of our newsletter.

READY TO DECLARE YOUR MINOR?

It is debatable whether one should choose a Minor based on interest or relevance. Passion and interest can act as strong motivators to push one to work harder in his/her Minor. If one has a strong passion for a particular Minor then go ahead and pursue it. However, strong competition in the analytics profession indicates a need for relevant hard skills such as programming for higher employability. So, to differentiate ourselves and stand out among others, having a complementary Minor is important. The best option is to take a Minor that is good for one's career in the long term.

**Passion
and
Interest**

**Considering
Factors**

Relevance

While it may be tempting to select an easy Minor to obtain good grades, it is important to realise that the skills one learn from the Minor can have a big influence on his/her career opportunities and choices in the future. Through the BA curriculum, one can obtain a versatile set of skills, and a relevant Minor will improve the employment opportunities and career success in his/her desired field.

When to declare your minor?

You should declare your Minor by the end of your second year of study (for School of Business students). Minor declaration can only be done during a certain window and you will be notified on the Student Portal under "Announcements". Declaration of your Minor is done through the student portal under Student eServices > Minor Declaration. This is usually before the e-course registration (eCR) period.

After declaring your Minor, the relevant list of Minor courses will be available for selection during eCR.

When will minor classes start?

Based on the BA curriculum, it will be best to take Minor courses from the third year onwards, as most of the courses based on the BA curriculum are taken during Years 1 and 2. However, students are free to register for courses (both Major and Minor courses) that best fit their schedule at any semester, as long as the Minor has been declared.

Minor classes

All Minor classes are held in the evening; so, plan your Minor courses in a way that suits and can fit into your academic timetable. Another thing to note is that all Minor courses include part-time undergraduate students, which will provide opportunities for you to engage, and learn more about work life from them