

# SCHOOL OF BUSINESS



2019 | Part-time Undergraduate Programmes

# SCHOOL OF BUSINESS

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

- 6 Bachelor of Accountancy
- 8 BSc Business
- 10 BSc Business with Contemporary China Studies  
BSc Business with International Trade Management  
BSc Business with Procurement Management  
BSc Business with Psychology
- 12 BSc Business Analytics
- 15 BSc Finance
- 17 BSc Marketing
- 19 BSc Logistics and Supply Chain Management
- 21 BSc Logistics with International Trade Management  
BSc Logistics with Procurement Management
- 23 BSc Management and Security Studies

*A Message  
from the Dean*

Associate Professor  
**LEE PUI MUN**  
Dean  
School of Business



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

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

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# GOOD REASONS TO STUDY AT

**HIGH ACADEMIC  
STANDARDS**

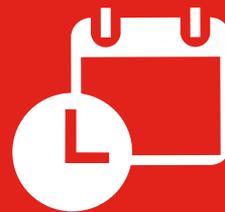


**MORE THAN 70 DEGREE PROGRAMMES  
OVER 5 SCHOOLS**



**INDUSTRY-RELEVANT CURRICULA**

**GOVERNMENT TUITION  
GRANT OR SUBSIDY  
FOR ELIGIBLE STUDENTS**



**FLEXIBLE AND SELF-PACED LEARNING**



# SINGAPORE UNIVERSITY OF SOCIAL SCIENCES

**PRACTICE-ORIENTED  
APPROACH**



**EXPERIENCED FACULTY MEMBERS  
AND INDUSTRY EXPERTS**



**LIFELONG EDUCATIONAL  
OPPORTUNITIES**



**FOCUS ON REAL-WORLD LEARNING**



**WELL-DESIGNED ONLINE  
LEARNING RESOURCES**

# BACHELOR OF ACCOUNTANCY



## PROGRAMME OVERVIEW

### WHOM IS THIS FOR?

This programme targets **working adults and mature learners who are in the accounting industry, who aspire to be Chartered Accountants of Singapore.**

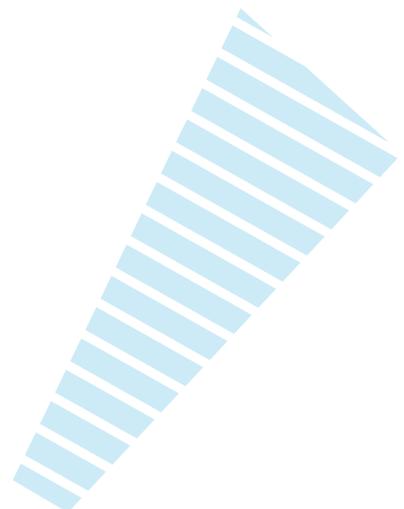
**Professionals from other fields keen on seeking accounting-related employment** can also benefit from this programme.

*This programme is designed to provide students with broad general business skills, as well as strong academic and professional training in financial accounting, management accounting, assurance and taxation.*

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

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

Applicants to this programme will be evaluated on academic merit, relevant work experience, motivation in pursuing the programme and communication skills. Interviews will be conducted for all shortlisted applicants to assess their suitability.



## CAREER PROSPECTS



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

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

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

### BUSINESS COMPULSORY COURSES

TOTAL  
60 CU

- LEVEL 1**
  - Statistics
  - Quantitative Methods

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

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- LEVEL 3**
  - Financial Instruments, Institutions and Markets
  - Financial Management

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- LEVEL 4**
  - Strategy for Business (10 cu)

### ACCOUNTANCY COMPULSORY COURSES

TOTAL  
80 CU

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

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

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

### ELECTIVE COURSES

TOTAL  
20 CU<sup>1</sup>

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

*Explanatory Note*

<sup>1</sup> Up to 10 cu of the Electives can be replaced by two General Electives, which are courses offered under the General Studies Programme (course pre-requisites apply)

# BSc BUSINESS

## PROGRAMME OVERVIEW



*The BSc Business degree programme provides students with key business concepts, theories and skills that are applied to real-life business contexts and decision making situations. Our courses equip students with knowledge in the main functional areas of business, e.g., Accounting, Finance, Operations, Marketing, Logistics and Strategy, that are taught through real-world cases, discussions and practice-oriented assignments.*

The programme provides a broad education in business without sacrificing the depth of knowledge in critical business functions. It prepares graduates for careers in general management, while equipping them with sufficient fundamentals to specialise in one of the functional areas of business if they so decide subsequently.

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an Honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with Honours.

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



**MOHAMAD HAFIZ BIN  
MOHAMAD NOR**  
Alumnus  
BSc Business

Look for opportunities to interact with your lecturers and coursemates and learn from one another. The journey will be a fulfilling one.

## WHOM IS THIS FOR?

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

## CAREER PROSPECTS

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

### BUSINESS COMPULSORY COURSES

TOTAL  
80 CU

- LEVEL 1**
  - Business Skills and Management<sup>1</sup>
  - Organisational Behaviour
  - Statistics
- LEVEL 2**
  - Financial and Managerial Accounting
  - Analytics for Decision Making
  - Contract and Agency Law
  - Company and Tort Law
  - Business Excellence
  - Managerial Economics
  - Managing Operations
  - Marketing Management
- LEVEL 3**
  - Financial Management
  - Project Management
  - Customer Relationship Management
- LEVEL 4**
  - Strategy for Business (10 cu)

### BUSINESS ELECTIVE COURSES

CHOOSE  
40 CU<sup>2</sup>

- LEVEL 3**
  - Independent Study
  - Quantitative Methods
  - Operations Management
  - Business Negotiation
  - Starting and Managing a Business
  - Product/Service Innovation and Design
  - IT-enabled Business Transformation
  - Total Quality Management
  - Political Economy of Asia
  - Doing Business with China
  - Lean Six Sigma

### HONOURS COMPULSORY COURSES

TOTAL  
30 CU

- LEVEL 4**
  - Business Applied Project (10 cu)
- LEVEL 5**
  - Financial Accounting Frameworks (2.5 cu)
  - Managing Finance in an Organisation (2.5 cu)
  - Managing Sustainable Operations
  - Managing and Leading to Achieve Organisational Excellence
  - Corporate Governance, Social Responsibility and Enterprise Risk Management

### HONOURS ELECTIVE COURSES

TOTAL  
10 CU

- Students may read any 10 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

*Explanatory Notes*

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

<sup>2</sup>You can choose 30 cu of business elective courses and 10 cu of General Electives, which can also include business elective courses

**ASIDE FROM THE BSc BUSINESS, STUDENTS CAN CHOOSE ONE OF THE FOLLOWING FOUR MINORS:**

## **BSc BUSINESS WITH CONTEMPORARY CHINA STUDIES**

The Contemporary China Studies minor course is aimed at providing business students with a comprehensive understanding of the political, social and cultural dimensions of China as well as a sound analysis of its business landscape so that they are savvier when doing business with Chinese companies or operating businesses in China.

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## **BSc BUSINESS WITH INTERNATIONAL TRADE MANAGEMENT**

The International Trade Management minor provides business students with good functional knowledge and soft skills to support the regional growth of Singapore's wholesale trade, and be proficient with technological developments that affect wholesale trade. Students will be equipped with cultural intelligence skills in relating with trading partners and conducting wholesale trade, especially in Asia, and have integrity in their work and in society.

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## **BSc BUSINESS WITH PROCUREMENT MANAGEMENT**

The Procurement Management minor provides business students with a good foundation in procurement to support social and economic objectives, to contribute to the organisation's outcomes, and to enhance collaboration among entities in the procurement process. Students will be equipped with the necessary skills to strike the right balance between accountability, prudent use of funds and operational efficiency, and uphold integrity in their work and in society.

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## **BSc BUSINESS WITH PSYCHOLOGY**

The Psychology minor will provide business degree graduates with fundamental knowledge and understanding of human psychology. This focus will help managers handle a wide variety of situations involving individuals and groups, both within as well as outside the organisation.

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Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise.

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

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

**BUSINESS COMPULSORY COURSES** **TOTAL 80 CU**

**LEVEL 1**

- Business Skills and Management<sup>1</sup>
- Organisational Behaviour
- Statistics

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**LEVEL 2**

- Financial and Managerial Accounting
- Contract and Agency Law
- Company Law and Corporate Governance
- Business Excellence
- Managerial Economics
- Managing Operations
- Marketing Management

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**LEVEL 3**

- Financial Management
- Project Management
- Business Negotiation
- Customer Relationship Management

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**LEVEL 4**

- Strategy for Business (10 cu)

**CONTEMPORARY CHINA STUDIES MINOR COURSES** **TOTAL 40 CU**

**COMPULSORY COURSES (20 CU)**

**LEVEL 1**

- The Making of Modern China
- Government and Politics in China
- China Economy in Transformation
- Chinese Society in Transition

**ELECTIVE COURSES (20 CU, AT LEAST 10 CU AT LEVEL 3)**

**LEVEL 2**

- Policy making in China
- Chinese Cultural Psychology
- Chinese Rise and Its Implications

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**LEVEL 3**

- Comparative Development of Hong Kong and Taiwan
- Doing Business with China
- Political Economy of Asia
- Globalization and Social Change
- Overseas Study Mission (China-Beijing)

**PSYCHOLOGY MINOR COURSES** **TOTAL 40 CU**

**COMPULSORY COURSES (10 CU)**

**LEVEL 1**

- Introduction to Psychology 1
- Introduction to Psychology 2

**ELECTIVE COURSES (30 CU, AT LEAST 10 CU AT LEVEL 3)**

**LEVEL 2**

- Organisational Psychology
- Social Psychology
- Educational Psychology
- Personality and Individual Differences

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**LEVEL 3**

- Cognitive Psychology: Exploring the Mind
- Personnel Assessment and Selection
- Positive Psychology
- Psychology of Creativity
- Human Factors Psychology
- Biological Basis of Psychology
- Psychology of Consumer Behaviour

**INTERNATIONAL TRADE MANAGEMENT MINOR COURSES** **TOTAL 40 CU**

**COMPULSORY COURSES (25 CU)**

- IT-Enabled Business Transformation
- International Trade Management
- Trade Operations
- Trade Regulations and Compliance
- Business-to-Business Marketing

**ELECTIVE COURSES (CHOOSE 15 CU)**

- Overseas Study Mission Courses
- Analytics for Decision-Making
- Total Quality Management
- Financial Instruments, Institutions and Markets
- Supply Chain Management
- Transport Management
- Warehousing and Material Handling
- Information Management for Supply Chains
- Sourcing and Supply Management
- International Trade Law
- Trade Finance
- Ocean Freight Management
- Air Freight Management
- Sales Management
- Internet & Social Media Marketing

**PROCUREMENT MANAGEMENT MINOR COURSES** **TOTAL 40 CU**

**COMPULSORY COURSES (30 CU)**

- Procurement Operations
- Procurement Ethics and Corporate Social Responsibility
- Supplier Relationship Management
- Category Management and Supplier Evaluation
- Procurement Strategy and Policy
- One business elective course

**ELECTIVE COURSES (CHOOSE 10 CU)**

- Analytics for Decision-Making
- Supply Chain Management
- Inventory Management
- International Trade Law
- Internet & Social Media Marketing

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



# BSc BUSINESS ANALYTICS



## PROGRAMME OVERVIEW

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*The Business Analytics programme provides students with skill sets that are becoming more relevant to all organisations operating in this Big Data era. Business analytics is the use of data-driven techniques and tools to provide business managers with critical insights of the operational and performance characteristics in all aspects of a business. By applying appropriate techniques and tools, data can be integrated and transformed into value-added information or business intelligence that can help an organisation to improve its performance, understand and serve its customers better, strengthen its partnerships with major stakeholders, and identify areas of improvement in the organisation's processes. While business analytics is frequently associated with data mining, it also covers areas such as text mining, statistics and others.*

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

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an Honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with Honours.

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

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

## WHOM IS THIS FOR?

This programme targets **working adults and mature learners** who are in jobs **who requires skills to make sense of the immense data** that is collected be it on the *Internet or in databases or data warehouses*.

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

## CAREER PROSPECTS

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

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

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

**BUSINESS COMPULSORY COURSES****TOTAL  
40 CU**

- LEVEL 1**
- Management
  - Quantitative Methods
  - Statistics
- 

- LEVEL 2**
- Contract and Agency Law
  - Managerial Economics
  - Financial and Managerial Accounting
  - Financial Management
  - Marketing Management

**BUSINESS ANALYTICS ELECTIVE COURSES****CHOOSE  
25 CU<sup>1</sup>**

- LEVEL 1**
- Organisational Behaviour
- 

- LEVEL 3**
- Independent Study
  - Operations Management
  - Project Management
  - Starting and Managing a Business
  - Multivariate Analysis
  - Marketing Research
  - Database Systems - Modelling and Design
  - SAS Programming and Its Applications
  - Credit Risk Modelling
  - Advanced Statistical Methods

**HONOURS COMPULSORY COURSES****TOTAL  
30 CU****LEVEL 4**

- Strategy for Business (10 cu)
- 

**LEVEL 5**

- Financial Accounting Frameworks (2.5 cu)
- Managing Finance in an Organisation (2.5 cu)
- Managing Sustainable Operations
- Managing and Leading to Achieve Organisational Excellence
- Corporate Governance, Social Responsibility and Enterprise Risk Management

**BUSINESS ANALYTICS COMPULSORY COURSES****TOTAL  
55 CU**

- LEVEL 2**
- Data Visualisation for Business
- 

- LEVEL 3**
- Statistical Methods
  - Fundamentals of Data Mining
  - Association and Clustering
  - Predictive Modelling
  - Business Analytics Applications
  - Selected Topics in Business Analytics
  - Business Forecasting
  - Applied Operations Research
- 

- LEVEL 4**
- Business Analytics Applied Project (10 cu)

**HONOURS ELECTIVE COURSES****TOTAL  
10 CU**

- Students may read any 10 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

*Explanatory Note*<sup>1</sup>Up to two of the above courses can be replaced by two General Electives, which are courses offered under the General Studies Programme (course pre-requisites apply)

# BSc FINANCE



## PROGRAMME OVERVIEW

*The Bachelor of Science in Finance (BSFI) programme is targeted at professionals in the financial sector seeking to upgrade their skills and enhance career prospects, as well as those in other fields considering a career change to finance. A distinguishing feature of the BSFI programme is its strong linkages with industry and focus on practical application of the knowledge of finance.*

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

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

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

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an Honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with Honours.

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

## WHOM IS THIS FOR?

The Bachelor of Science in Finance programme is targeted at **working adults in the financial sector** seeking to advance their careers.

**Professionals who are seeking to make a career switch into finance.** It is also relevant for other working professionals who wish to enhance their knowledge base to encompass financial challenges to the firm.

# CAREER PROSPECTS



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

## COMPULSORY COURSES

TOTAL  
80 CU

- LEVEL 1
  - ❑ Statistics
- LEVEL 2
  - ❑ Financial Accounting
  - ❑ Managerial Accounting
  - ❑ Contract and Agency Law
  - ❑ Python Programming
  - ❑ Human Behaviour in Organisations
  - ❑ Managerial Economics
  - ❑ International Economics
  - ❑ Financial Mathematics
  - ❑ Marketing Management
  - ❑ Managing Operations
- LEVEL 3
  - ❑ Financial Instruments, Institutions and Markets
  - ❑ Financial Institutions
  - ❑ Finance
  - ❑ Financial Statement Analysis
- LEVEL 4
  - ❑ Strategy for Business (10 cu)

## FINANCE ELECTIVE COURSES

CHOOSE  
40 CU<sup>1</sup>

- LEVEL 3
  - ❑ Independent Study
  - ❑ Corporate Finance
  - ❑ Portfolio Management
  - ❑ Equity Securities
  - ❑ Fixed Income Securities
  - ❑ Derivative Securities
  - ❑ Alternative Investments
  - ❑ Governance, Risk Management and Compliance
  - ❑ Financial Technologies and Innovations
  - ❑ Retirement Planning
  - ❑ Tax and Estate Planning
  - ❑ Risk Management and Insurance Planning
  - ❑ Financial Plan Construction
  - ❑ Blockchain and Smart Contract for Finance
  - ❑ Financial Cryptography

## HONOURS COMPULSORY COURSES

TOTAL  
25 CU

- LEVEL 4
  - ❑ Finance Applied Project (10 cu)
- LEVEL 5
  - ❑ Managing Sustainable Operations
  - ❑ Managing and Leading to Achieve Organisational Excellence
  - ❑ Corporate Governance, Social Responsibility and Enterprise Risk Management

## HONOURS ELECTIVE COURSES

TOTAL  
15 CU

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

*Explanatory Note*

<sup>1</sup> Up to 10 cu of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programme (course pre-requisite applies)

# BSc MARKETING



## PROGRAMME OVERVIEW

*This programme provides a broad yet in-depth coverage of core marketing competencies and major business structures and environments. Designed to meet the needs of marketing professionals, core topics will cover marketing management, consumer behaviour, marketing research, business-to-business marketing, marketing communications and services marketing. The programme includes marketing specialisations and students may choose from courses such as sales management, brand management, retail management, multivariate analysis, internet and social media marketing, pricing and case studies in marketing management.*

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

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an Honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with Honours.

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

## WHOM IS THIS FOR?

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

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

## CAREER PROSPECTS



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

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

### BUSINESS COMPULSORY COURSES

TOTAL  
50 CU

- LEVEL 1
  - Statistics
- LEVEL 2
  - Financial and Managerial Accounting
  - Analytics for Decision Making
  - Contract and Agency Law
  - Human Behaviour in Organisations
  - Managerial Economics
  - Managing Operations
- LEVEL 3
  - Financial Management
- LEVEL 4
  - Strategy for Business (10 cu)

### MARKETING COMPULSORY COURSES

TOTAL  
30 CU

- LEVEL 2
  - Marketing Management
- LEVEL 3
  - Consumer Behaviour
  - Integrated Marketing Communications
  - Business-to-Business Marketing
  - Services Marketing
  - Marketing Research

### MARKETING ELECTIVE COURSES

CHOOSE  
40 CU<sup>1</sup>

- LEVEL 3
  - Independent Study
  - Sales Management
  - Retail Management
  - Brand Management
  - Multivariate Analysis
  - Starting and Managing a Business
  - Internet and Social Media Marketing
  - Pricing
  - Case Studies in Marketing Management

### HONOURS COMPULSORY COURSES

TOTAL  
30 CU

- LEVEL 4
  - Marketing Applied Project (10 cu)
- LEVEL 5
  - Financial Accounting Frameworks (2.5 cu)
  - Managing Finance in an Organisation (2.5 cu)
  - Managing Sustainable Operations
  - Managing and Leading to Achieve Organisational Excellence
  - Corporate Governance, Social Responsibility and Enterprise Risk Management

### HONOURS ELECTIVE COURSES

TOTAL  
10 CU

- Students may read any 10 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

*Explanatory Note*

<sup>1</sup> Up to 10 cu of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programmes (course pre-requisites apply)

# BSc LOGISTICS AND SUPPLY CHAIN MANAGEMENT



## PROGRAMME OVERVIEW

*This is the first undergraduate programme dedicated to the study of logistics and supply chain management (SCM) offered by a Singapore university. The programme aims to develop professionals with the relevant knowledge and skill sets to meet the needs of the industry. Partnering with the Singapore Logistics Association (SLA), the curriculum is designed with a blend of theory and industry practice for the effective management of globalised supply chains operating in increasingly challenging environments.*

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

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an Honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with Honours.

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

Programme Offered in Collaboration with:



## WHOM IS THIS FOR?



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

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

## CAREER PROSPECTS



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

### BUSINESS COMPULSORY COURSES

TOTAL  
50 CU

- LEVEL 1**
- Management
  - Organisational Behaviour
  - Quantitative Methods
  - Statistics

- LEVEL 2**
- Business Excellence
  - Contract and Agency Law
  - Financial and Managerial Accounting
  - Financial Management
  - Managerial Economics
  - Marketing Management

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT ELECTIVE COURSES

CHOOSE  
20 CU<sup>1</sup>

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

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT COMPULSORY COURSES

TOTAL  
50 CU

- LEVEL 2**
- Supply Chain Management
  - Inventory Management
  - Transport Management
  - Warehousing and Material Handling

- LEVEL 3**
- Information Management for Supply Chains
  - Sourcing and Supply Management
  - International Trade Law
  - Total Quality Management

- LEVEL 4**
- Logistics and Supply Chain Management Applied Project (10 cu)

### HONOURS COMPULSORY COURSES

TOTAL  
30 CU

- LEVEL 4**
- Strategy for Business (10 cu)
- LEVEL 5**
- Financial Accounting Frameworks (2.5 cu)
  - Managing Finance in an Organisation (2.5 cu)
  - Managing Sustainable Operations
  - Managing and Leading to Achieve Organisational Excellence
  - Corporate Governance, Social Responsibility and Enterprise Risk Management

### HONOURS ELECTIVE COURSES

TOTAL  
10 CU

- Students may read any 10 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

*Explanatory Note*

<sup>1</sup> Up to 10 cu of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programmes (course pre-requisites applies)

**BESIDES THE BSC LOGISTICS AND SUPPLY CHAIN MANAGEMENT PROGRAMME, STUDENTS CAN CHOOSE ONE OF THE FOLLOWING LOGISTICS WITH MINOR PROGRAMMES:**

## **BSc LOGISTICS WITH PROCUREMENT MANAGEMENT**

The Minor in Procurement Management provides logistics students with a good foundation in procurement to support social and economic objectives, to contribute to the organisation's outcomes, and to enhance collaboration among entities in the procurement process. Courses in the Procurement Management Minor support the Ministry of Finance's Procurement Competency Framework. Students will be equipped with the necessary skills to strike the right balance between accountability, prudent use of funds and operational efficiency, and uphold integrity in their work and in society.

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## **BSc LOGISTICS WITH INTERNATIONAL TRADE MANAGEMENT**

The Minor in International Trade Management provides logistics students with good functional knowledge and soft skills to support the regional growth of Singapore's wholesale trade, and be proficient with technological developments that affect wholesale trade. The curriculum in the International Trade Management Minor is closely aligned with the Skills Future Framework for the Wholesale Trade sector. Students will be equipped with cultural intelligence skills in relating with trading partners and conducting wholesale trade, especially in Asia, and have integrity in their work and in society.

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Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses, 80 cu of compulsory Logistics Major courses and 40 cu of Minor courses. All courses are 5 cu unless stated otherwise.

Aside from the 80 cu of compulsory logistics major courses, students enrolled in the minor in International Trade Management or Procurement Management must complete 40 cu of minor courses.

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

## LOGISTICS COMPULSORY COURSES

TOTAL  
80 CU

- LEVEL 1**
- Management
  - Quantitative Methods
  - Statistics

- LEVEL 2**
- Contract and Agency Law
  - Financial and Managerial Accounting
  - Managerial Economics
  - Marketing Management
  - Supply Chain Management
  - Inventory Management
  - Transport Management

- LEVEL 3**
- Financial Management
  - Information Management for Supply Chains
  - Sourcing and Supply Management
  - International Trade Law

- LEVEL 4**
- Logistics and Supply Chain Management Applied Project (10 cu)

## PROCUREMENT MANAGEMENT MINOR COURSES

TOTAL  
40 CU

### COMPULSORY COURSES (30 CU)

- LEVEL 2 AND 3**
- Procurement Operations
  - Procurement Ethics and Corporate Social Responsibility
  - Supplier Relationship Management
  - Category Management and Supplier Evaluation
  - Procurement Strategy and Policy
  - One Logistics elective course

### ELECTIVE COURSES (10 CU, CHOOSE ANY 2 COURSES)

- LEVEL 2**
- Analytics for Decision-Making
  - Data Visualisation for Business

- LEVEL 3**
- Fundamentals of Data Mining
  - Business Negotiation
  - IT-Enabled Business Transformation
  - Financial Instruments, Institutions and Markets
  - Trade Finance

## INTERNATIONAL TRADE MANAGEMENT MINOR COURSES

TOTAL  
40 CU

### COMPULSORY COURSES (30 CU)

- LEVEL 2**
- International Trade Management
  - Trade Operations

- LEVEL 3**
- IT-Enabled Business Transformation
  - Trade Regulations and Compliance
  - Business-to-Business Marketing
  - One Overseas Study Mission course

### ELECTIVE COURSES (10 CU, CHOOSE ANY 2 COURSES)

#### Sales, Marketing and Business Development Track

- LEVEL 3**
- Customer Relationship Management
  - Business Negotiation
  - Sales Management
  - Internet and Social Media Marketing

#### Finance, Regulations and Analytics Track

- LEVEL 2**
- Analytics for Decision-Making

- LEVEL 3**
- Total Quality Management
  - Financial Instruments, Institutions and Markets
  - Business-to-Business Marketing
  - Trade Finance

#### Logistics Track

- LEVEL 2**
- Warehousing and Material Handling

- LEVEL 3**
- Ocean Freight Management
  - Air Freight Management

# BSc MANAGEMENT AND SECURITY STUDIES



## PROGRAMME OVERVIEW

*This programme is designed for applicants who are Singaporeans, Singapore Permanent Residents (SPR) and Singapore-domiciled foreigners who are currently in the following groups: Singapore Police Force Officers (SPF Officers), including Police National Service men (PNSmen) and Volunteer Special Constabulary (VSCs), Home Team agencies from the Ministry of Home Affairs (MHA) and Auxiliary Police Officers (APOs), other Public Service Officers (including Mindef), and members of the public working in security-related industries.*

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

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

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

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



## WHOM IS THIS FOR?

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

The Management and Security Studies degree programme covers courses in *business, management, theories of security, sociology, psychology, environmental security, IT security, and applied security.*

Programme Offered in Collaboration with:



# CAREER PROSPECTS



Besides the Singapore Police Force and other departments of the Home Team, graduates of this programme may apply for work in security management in the security departments of all domestic and foreign companies, as well as take on the role of managers in the civil service sector and statutory boards.

COMPULSORY COURSES		TOTAL 100 CU	ELECTIVE COURSES		CHOOSE 20 CU	HONOURS COMPULSORY COURSES		TOTAL 30 CU	
LEVEL 1	<input type="checkbox"/> Management		LEVEL 1	<input type="checkbox"/> Introduction to Psychology 1		LEVEL 3	<input type="checkbox"/> Corporate Communications		
	<input type="checkbox"/> Organisational Behaviour			<input type="checkbox"/> Introduction to Psychology 2			<input type="checkbox"/> Public Relations		
	<input type="checkbox"/> Statistics								
LEVEL 2	<input type="checkbox"/> Quantitative Methods		LEVEL 2	<input type="checkbox"/> Living Sociology		LEVEL 4	<input type="checkbox"/> Strategy for Business (10 cu)		
	<input type="checkbox"/> Principles and Practice of Communication			<input type="checkbox"/> Singapore Society			<input type="checkbox"/> Security Studies Project (10 cu)		
	<input type="checkbox"/> Discourse: Critique and Evaluation								
LEVEL 3	<input type="checkbox"/> Media Communication in a Changing World		LEVEL 3	<input type="checkbox"/> Independent Study		HONOURS ELECTIVE COURSES		CHOOSE 10 CU	
	<input type="checkbox"/> Human Resource Management			<input type="checkbox"/> Positive Psychology		LEVEL 3	<input type="checkbox"/> Project Management		
	<input type="checkbox"/> Cross-Cultural Intelligence			<input type="checkbox"/> Psychology of Creativity			<input type="checkbox"/> Total Quality Management		
				<input type="checkbox"/> Sociology of Law and Order (10 cu)			<input type="checkbox"/> Political Economy of ASEAN		
	<input type="checkbox"/> IT-Enabled Business Transformation						<input type="checkbox"/> Human Resource Strategies		
	<input type="checkbox"/> Selected Topics in Management						<input type="checkbox"/> Marketing Research		
	<input type="checkbox"/> Managing Information Security and Privacy								
	<input type="checkbox"/> Theory and Practice in Security Studies								
	<input type="checkbox"/> Government and Security								
	<input type="checkbox"/> Economic Security and Culture								
<input type="checkbox"/> Security and Technology									
<input type="checkbox"/> War, Peace, Crime and Punishment in Southeast Asia									
<input type="checkbox"/> Terrorism and Society: Survey of Terrorist Groups in Modernity									
<input type="checkbox"/> Terrorism and Psychology: The Mind of the Terrorist									
<input type="checkbox"/> Non-Traditional Security									

# SECURITY STUDIES MINOR

## PROGRAMME OVERVIEW



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

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

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

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

### COURSES IN SECURITY STUDIES MINOR

TOTAL  
40 CU

#### LEVEL 3

- Theory and Practice in Security Studies
- Government and Security
- Economic Security and Culture
- Security and Technology
- War, Peace, Crime and Punishment in Southeast Asia
- Terrorism and Society: A Survey of Terrorist Groups in Modernity
- Terrorism and Psychology: The Mind of the Terrorist
- Non-Traditional Security

### MAJOR DISCIPLINE WITH SECURITY STUDIES MINOR

TOTAL  
80 CU

#### SCHOOL OF HUMANITIES AND BEHAVIOURAL SCIENCES

- Communication with Security Studies
- Psychology with Security Studies
- Sociology with Security Studies

#### SCHOOL OF BUSINESS

- Logistics with Security Studies

#### S R NATHAN SCHOOL OF HUMAN DEVELOPMENT

- Human Resource Management with Security Studies

#### SCHOOL OF SCIENCE AND TECHNOLOGY

- Info-Comm Technology with Security Studies

# EVENTS

## OVERSEAS VISITORS FROM CHONGQING



A group of Chinese delegates from Chongqing visited SUSS

## PUBLIC WORKSHOP

1-day free public workshop on Big Data, Cloud Computing and Artificial Intelligence on Google Cloud Platform



## THE LAUNCH OF SUPPLY CHAIN CHALLENGE 2018



Supply Chain Challenge is the case competition for polytechnic and ITE students to gain exposure to the logistics industry, showcase their creativity and talents, and build valuable relationships with industry professionals and leaders.

## OPEN HOUSE 2017



# AND ACTIVITIES

## LOGISTICS AND SUPPLY CHAIN MANAGEMENT STUDENTS POSTER PRESENTATION



A showcase projects – in the form of poster presentations – by final-semester students from the Logistics and Supply Chain Management programme.

## LET'S TALK BUSINESS

SBIZ invite business leaders to share their knowledge and experiences with the students.



## THE MYSTIQUE OF LUXURY BRANDS CONFERENCE



Conference co-organized by SUSS and Curtin University. An event where academics and luxury industry professionals convene to network, discuss research findings and highlight trends.

