2021
Undergraduate Programmes
SCHOOL OF BUSINESS

BSc
BUSINESS ANALYTICS
(PART-TIME PROGRAMME)
What is Business Analytics?

In today’s Big Data era, businesses increasingly rely on the right information to improve their performance and find out what their customers need. Given the abundance of data sources, how can we extract the right information from data sources and turn the information into useful knowledge to improve businesses?

Business analytics is the use of different techniques and tools to obtain critical data-driven insights for decision making in businesses. Using techniques like data mining, text mining and web mining, business analytics professionals act like data detectives, analysing data to discover patterns and relationships among data to act effectively.

The Need for Business Graduates with Business Analytics Skill Set

Singapore is rapidly developing into a broad-based service economy. Service sectors rely on managers and skilled employees to prepare and analyse data as well as to provide suggestions for driving all aspects of daily operations and long-term strategic positioning.

The combined effect of the explosive growth in data and the lack of business analytics skill set in current employees highlight the growing need for graduates who are:

- skilled in the fundamentals of business analytics, and
- able to understand and speak the language of business.

Programme Overview

The BSc Business Analytics (BSBA) programme is designed to help students acquire a business analytics skill set that allows them to understand the management of a business entity and apply appropriate techniques to transform data into value-added information.

The goal is to prepare business analytics graduates to apply their acquired knowledge to help organisations improve performance, understand and serve their customers better, strengthen their partnerships with major stakeholders, and identify areas for improvement.

The programme covers two core knowledge fields of fundamental business management and business analytics. The curriculum is designed to first equip graduates with fundamental business knowledge such as management, accounting, marketing, operations, and IT management, followed by a set of business analytics courses. Armed with fundamental business knowledge and relevant business analytics skills, graduates will be able to perform a wide spectrum of activities needed for generating and harnessing business intelligence.

Many organisations have employed our graduates. They include business analytics vendors and system integrators, consulting and marketing research firms and end-users of business analytics across the private and public sectors. The following are examples of the job roles of our graduates:

<table>
<thead>
<tr>
<th>Job Role</th>
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<tbody>
<tr>
<td>Technical Analyst</td>
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<tr>
<td>Senior Systems Engineer, Analytics</td>
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<tr>
<td>Analytics Consultant</td>
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<tr>
<td>Research Analyst</td>
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<tr>
<td>Decision Science Consultant</td>
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<tr>
<td>Senior Associate</td>
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<td>Client Solution Executive</td>
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<td>Data Management Executive</td>
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<td>Assistant Executive, Quality Service</td>
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<tr>
<td>Manager, Business Compliance</td>
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<tr>
<td>Manager, Customer Operations</td>
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<tr>
<td>Senior Manager, Data Analytics</td>
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<td>Quality Executive</td>
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<td>Executive, Transport Planning (Data Mining)</td>
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<td>Passenger Service Performance Analyst</td>
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<tr>
<td>Senior Executive, Data Miner</td>
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<tr>
<td>Data Analyst</td>
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<td>Value Optimization Manager</td>
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<td>Analyst, Business Analytics - Consumer Banking</td>
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<td>Analytics Project Manager</td>
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<td>Business Reporting and Analytics Manager</td>
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<tr>
<td>Data Scientist</td>
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<td>Marketing Analytics Analyst</td>
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<tr>
<td>Manager, Web Analytics and Content</td>
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<tr>
<td>Senior Marketing Analytics Executive</td>
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<td>Manager, Customer Relationship Management</td>
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Message from our Graduates

"The instructors in the Business Analytics programme are mainly business analytics practitioners who are willing to share their valuable experience in the classroom. This helps us to learn better, especially in the application of business analytics in the different industries."

Ms Yeo Hwee Theng
Customer-Facing Data Scientist

"Graduating from Singapore University of Social Sciences with a Business Analytics Degree (BSBA) was indeed a professional upgrade for both my personal knowledge and career. Although I had engineering background and a logical working mind, it was never enough for the business world. I moved into the Sales & Marketing Industry right after my graduation from SUSS. My training enables me to better appreciate the mechanics of business and importance of data analysis. SUSS is the catalyst to my future growth in the business world. Thank you!"

Mr Micky Gan
Head, Regional Business Development & Projects

"Graduating from Singapore University of Social Sciences with a Business Analytics degree (BSBA) has added much value to my professional life. The courses were very interesting and the lecturers were highly qualified. The innovative approach in solving business problems using analytical solutions and the numerous presentations I had to make during my studies have prepared me well for my current job as an analytics consultant in a renowned organisation. Thanks to the high quality of the analytics courses and career advice given by my analytics instructors."

Mr Willian Chia
Assistant Vice President

Programme Structure

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

Business Compulsory Courses (Total 40 cu)

Level 1
- Management
- Quantitative Methods
- Statistics

Level 2
- Internet of Things (IoT)

Business Analytics Elective Courses (Choose 25 cu)

Level 2
- Contract and Agency Law
- Economic Ideas and Models for Business
- Financial and Managerial Accounting
- Essentials of Financial Management
- Marketing Management

Level 3
- Independent Study
- Accounting Analytics
- Project Management
- Starting and Managing a Business
- Multivariate Analysis
- Marketing Research
- Database Management Systems
- SAS Programming and its Application
- Statistical Methods
- Applications of Artificial Intelligence in Healthcare

Level 4
- Business Analytics Applied Project (10 cu)

Explanatory Note:

1 Up to 15 cu of the elective courses can be replaced by General Electives, which are courses offered under the General Studies Programme (course pre-requisites apply).

For more information on our BSc Business Analytics, please visit suss.edu.sg/BSBA
Admission Criteria

Applicants must be a Singapore citizen, a permanent resident or a resident in Singapore, and need to meet the following minimum requirements:

- **GCE ‘A’ Level with two passes (prior to 2006) or two H2 passes (from 2006); or local Polytechnic Diploma; or International Baccalaureate (IB) Diploma; or NUS High School Diploma. Applicants with a Diploma from ITE, or other Diploma qualifications plus an acceptable SAT or ACT (with Writing) score may be considered for admission on a case-by-case basis;**

- **Two years of full-time work experience, or currently employed on a full-time basis; and**

- **At least 21 years old.**

Shortlisted applicants will be required to undergo one or more interview(s) and/or take written admission or other evaluation tests as may be prescribed by SUSS from time to time.

All applications are considered individually on merit, and the offer of admission will depend on the number of places available. Admission is solely at the discretion of the Singapore University of Social Sciences.

How to Apply

Applications are to be made online via suss.edu.sg. You must submit all the required documents together with your admission application. Incomplete applications will not be considered.

Tuition Fees and Government Subsidy

The amount of course fees you pay in each semester depends on the number of courses you take in that semester. The course fees cover all study materials, classes, tutor supervision, assignments and examinations. They do not include fees for textbooks and other additional items specified by SUSS from time to time.

The Tuition Fee Subsidy (TFS) from the Singapore Government comes in the form of a tuition grant administered by the Ministry of Education (MOE) and is offered to all eligible admitted students studying for part-time undergraduate programmes at SUSS. Singapore Citizens aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with SUSS and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will enjoy a higher subsidy.

All Singaporeans aged 25 and above can use their $500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

Please visit suss.edu.sg for current tuition fees and eligibility criteria for the government subsidy and SkillsFuture Mid-Career Enhanced Subsidy.

Internet Access

All SUSS students must have access to a computer/ laptop and the Internet in order to use the electronic and website facilities which allow access to course, academic and administrative information.