2020
Undergraduate Programmes
SCHOOL OF BUSINESS

BSc
BUSINESS ANALYTICS

(PART-TIME PROGRAMME)

BSc BUSINESS ANALYTICS

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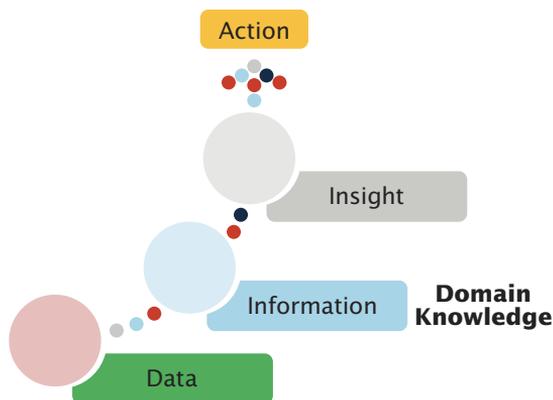
Business Analytics is the use of different techniques and tools to obtain critical data-driven insights for decision making in businesses. Using techniques like data mining, text mining and web mining, business analytics professionals act like data detectives, analysing data to discover patterns and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

Job Role
Technical Analyst
Senior Systems Engineer, Analytics
Analytics Consultant
Research Analyst
Decision Science Consultant
Senior Associate
Client Solution Executive
Data Management Executive
Assistant Executive, Quality Service
Manager, Business Compliance
Manager, Customer Operations
Senior Manager, Data Analytics
Quality Executive
Executive, Transport Planning (Data Mining)
Passenger Service Performance Analyst
Senior Executive, Data Miner
Data Analyst
Value Optimization Manager
Analyst, Business Analytics - Consumer Banking
Analytics Project Manager
Business Reporting and Analytics Manager
Data Scientist
Marketing Analytics Analyst
Manager, Web Analytics and Content
Senior Marketing Analytics Executive
Manager, Customer Relationship Management

CURRICULUM

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. 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 need to complete another 40 cu of courses and have to satisfy all university requirements in order to graduate with honours.

Business Compulsory Courses (40 cu)

Level 1
- Management
- Quantitative Methods
- Statistics

Level 2
- Contract and Agency Law
- Managerial Economics
- Financial and Managerial Accounting
- Essentials of Financial Management
- Marketing Management

Business Analytics Compulsory Courses (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)

"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
Associate Consultant

"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 organization. Thanks to the high quality of the analytics courses and career advice given by my analytics instructors."

Mr. Willian Chia
Consultant

Business Analytics Elective Courses (25 cu)[1]

Level 2
- Python Programming

Level 3 and 4
- Independent Study
- Operations Management
- Project Management
- Starting and Managing a Business
- Multivariate Analysis
- Marketing Research
- Database Management Systems
- SAS Programming and Its Application
- Credit Risk Modelling
- Advanced Statistical Methods

Honours Compulsory Courses (30 cu)

- 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
- Strategy for Business (10 cu)

Honours Elective Courses (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:
[1] 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)

"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
Business Development Manager

ADMINISTRATIVE DETAILS

Admissions

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 Technical 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.

In addition to the standard admission criteria for all the Singapore University of Social Sciences (SUSS) undergraduate programmes, applicants need to meet the following requirements:

- At least Grade B4 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 and statistics courses taken at the diploma level will be considered if applicants do not meet the above minimum criteria.

How to Apply

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

Tuition Fees and Government Subsidy

Our tuition fees are on par with those of other local universities. 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.