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**2020  
Part-time Undergraduate Programmes**

# **SCHOOL OF BUSINESS**



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**SUSS**  
SINGAPORE UNIVERSITY  
OF SOCIAL SCIENCES

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## MAKE YOUR MARK FOR THE GREATER GOOD

At the Singapore University of Social Sciences, your degree won't just be a piece of paper you hang on your wall, but a tool to break down walls because as an Autonomous University committed to social impact, SUSS offers a curriculum that is practice-oriented with a unique perspective.

It is an education that isn't just committed to equipping you with the job-ready skills you need, but also to empower you to realise the change you want to see.

Your journey with us will give you everything you need to make the future you want happen.

So make your move to SUSS and make your mark for the greater good.

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**NAI YING XUAN IPHIGINIA**

Bachelor of Science in  
Marketing with Minor

# 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.

## A Message from the Dean



We offer programmes that prepare our graduates with both the theoretical and applied knowledge to be effective managers in the dynamic business world.

Apply and launch your future with the School of Business.”

Associate Professor  
**ALLAN CHIA**  
Dean  
School of Business

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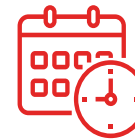
GOOD REASONS  
TO STUDY AT  
**Singapore University  
of Social Sciences**



PRACTICE-ORIENTED  
APPROACH



HIGH ACADEMIC  
STANDARDS



FLEXIBLE  
AND SELF-PACED  
LEARNING



FOCUS ON  
REAL-WORLD  
LEARNING



INDUSTRY-  
RELEVANT  
CURRICULA



EXPERIENCED  
FACULTY MEMBERS  
AND INDUSTRY  
EXPERTS



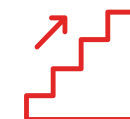
MORE THAN  
70 DEGREE  
PROGRAMMES  
OVER 5 SCHOOLS



GOVERNMENT  
TUITION GRANT OR  
SUBSIDY FOR ELIGIBLE  
STUDENTS



WELL-DESIGNED  
ONLINE LEARNING  
RESOURCES



LIFELONG  
EDUCATIONAL  
OPPORTUNITIES



# BACHELOR OF ACCOUNTANCY



## Programme Overview

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 SUSS core courses. All courses are 5 cu unless stated otherwise.

Applicants to this programme will be evaluated on academic merit, relevant work experience, motivation in pursuing the programme and communication skills.

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 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.



## Career Prospects

This 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) 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.

## Business Compulsory Courses (Total 60 cu)

### Level 1

- Statistics
- Quantitative Methods

### Level 2

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

### Level 3

- Financial Instruments, Institutions and Markets
- Financial Management

### 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

### 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

### Level 4

- Financial Statement Analysis and Valuation
- Corporate Reporting, Governance and Risk (10 cu)

## Elective Courses (Choose 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 elective courses can be replaced by General Electives, which are courses offered under the General Studies Programme (course pre-requisites apply).



# BSc BUSINESS

# BSc BUSINESS WITH MINOR



## 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 SUSS core courses. All courses are 5 cu unless stated otherwise.

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

You may pursue Business as a single subject or in combination with a minor in Contemporary China Studies, International Trade Management, Procurement Management, Psychology, and many others.

Please refer to the SUSS website for details of the minor courses.



## Whom is this for?

The Bachelor of Science in Business 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<sup>2</sup>
- Contract and Agency Law
- Company and Tort Law
- Business Excellence
- Managerial Economics
- Managing Operations
- Marketing Management
- Essentials of Financial Management

#### Level 3

- Project Management
- Customer Relationship Management

#### Level 4

- Strategy for Business (10 cu)

### Business Elective Courses (Choose 40 cu)<sup>3,4</sup>

#### Level 1

- Quantitative Methods

#### Level 3

- Independent Study
- Operations Management
- Business Negotiation<sup>4</sup>
- 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

#### Explanatory Notes:

<sup>1</sup> It is strongly recommended that all students should register for Business Skills & Management as their first course. Attendance is compulsory.

<sup>2</sup> This course is not applicable for students reading the BSc Business with minor programme.

<sup>3</sup> Up to 10 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 BSc Business programme students only.

<sup>4</sup> Students reading the BSc Business with minor programme are to complete only one Business elective course - Business Negotiation (5 cu) - and 40 cu of minor courses.



# BSc BUSINESS ANALYTICS



## Programme Overview

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 can 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, end-users of business analytics across the private and public sectors, as well as the Institutes 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 SUSS core courses. All courses are 5 cu unless stated otherwise.

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 'A' level (including 'H1' level) Mathematics or Statistics. 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 which 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

There are typically several types of organisations that will employ our graduates. They are business analytics vendors and system integrators, consulting and marketing research firms, end-users of business analytics across the private and public sectors, as well as those working in the Institutes 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	Millennium 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	End-users of Business Analytics - Public
Research Assistant	NUS	
Manager, Management Information Unit	WDA	
IT Consultant	MOM	
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 Development	
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
- Marketing Management
- Essentials of Financial 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 and Issues
- Text Mining and Applied Project Formulation
- Business Forecasting
- Applied Operations Research

### Level 4

- Business Analytics Applied Project (10 cu)

## Business Analytics Elective Courses (Choose 25 cu)<sup>1</sup>

### Level 2

- Python Programming

### Level 3

- Independent Study
- Operations Management
- Project Management
- Starting and Managing a Business
- Multivariate Analysis
- Marketing Research
- Database Management Systems
- SAS Programming and its Applications
- Advanced Statistical Methods

#### Explanatory Note:

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



# BSc LOGISTICS AND SUPPLY CHAIN MANAGEMENT

## BSc LOGISTICS WITH MINOR



### 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 flow 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 SUSS core courses. All courses are 5 cu unless stated otherwise.

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

You may pursue Logistics as a single subject or in a combination with a minor in Procurement Management, International Trade Management, and many others.

Please refer to the SUSS website for details of the minor courses.

Programme Offered in Collaboration with:





The BLSCM programme provided me with opportunities to stay in touch with industry trends and developments.



**ADELINE WONG**  
Alumna  
BSc Logistics and Supply Chain Management

Studying at SUSS is not only engaging, it involves you with lifelong learning. Grateful to have good tutors to guide us through the journey.



**JEAN LIU**  
Alumna  
BSc Logistics and Supply Chain Management



## 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<sup>1</sup>
- Quantitative Methods
- Statistics

### Level 2

- Business Excellence<sup>1</sup>
- Contract and Agency Law
- Financial and Managerial Accounting
- Essentials of Financial Management
- Managerial Economics
- Marketing Management

## Logistics and Supply Chain Management Compulsory Courses (Total 50 cu)

### Level 2

- Supply Chain Management
- Inventory Management
- Transport Management
- Warehousing and Material Handling<sup>1</sup>

### Level 3

- Information Management for Supply Chains
- Sourcing and Supply Management
- International Trade Law
- Total Quality Management<sup>1</sup>

### Level 4

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

## Logistics and Supply Chain Management Elective Courses (Choose 20 cu)<sup>1,2</sup>

### Level 3

- 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

### Explanatory Notes:

<sup>1</sup> These courses are not applicable for students reading the BSc Logistics with minor programme, and will be replaced by 40 cu of minor courses.

<sup>2</sup> Up to 10 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 BSc Logistics and Supply Chain Management programme students only.



# 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 will be 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, etc. The curriculum is designed to enable students to enhance their professional credentials in the financial sector.

The BSFI Programme at the Singapore University of Social Sciences has been accepted into the CFA Institute University Recognition Programme. This status is granted to institutions whose degree programmes incorporate at least 70% of the CFA Programme Candidate Body of Knowledge (CBOK), which provides students with a solid grounding in the CBOK and positions them well to sit for the CFA exams. Our students also participate in the CFA Institute Research Challenge and have obtained exemplary results.

The BSFI programme is the only programme in Singapore to have collaboration with the Financial Planning Association of Singapore (FPAS) to offer courses towards CERTIFIED FINANCIAL PLANNER™, CFP® certification. Students who pass a selected set of courses in the Finance programme will be waived from certain modules in the CFP® examinations and the Chartered Financial Consultant (ChFC) examinations.

In addition, graduates of the BSFI programme who have completed the above mentioned courses will also be exempted from four modules under the Chartered Financial Consultant/Singapore (ChFC®/S) programme.

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.

All shortlisted candidates will be interviewed. 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, as well as 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 meet financial challenges in their course of work.



## Career Prospects

This programme 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 Levels 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
- Marketing Management
- Managing Operations
- Data Technologies for Financial Modelling

#### Level 3

- Financial Instruments, Institutions and Markets
- Financial Management
- Mathematics and Programming for Finance

#### Level 4

- Strategy for Business (10 cu)

### Finance Elective Courses (Choose 40 cu)<sup>1</sup>

#### Level 2

- Analytics for Decision-Making

#### Level 3

- Independent Study
- Portfolio Management
- Equity Securities
- Fixed Income and Derivative Securities
- Financial Statement Analysis
- Governance, Risk Management and Compliance
- Financial Technologies and Innovations
- Retirement Planning
- Tax and Estate Planning
- Risk Management and Insurance Planning
- Financial Plan Construction
- Blockchain Technology and Smart Contract for Finance
- Financial Cryptography

#### Explanatory Note:

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

# BSc MANAGEMENT AND SECURITY STUDIES



## Programme Overview

This degree programme provides you with contemporary management and security studies knowledge with additional competencies in business and general management. It equips you with managerial, numerical and analytical skills that every security analyst and security manager requires, and enables you to widen your horizons as a graduate of Singapore University of Social Sciences in a rapidly globalising world. The modular structure of the degree offers you the flexibility of scheduling your courses in a way that allows you to balance your studies with career, family and social responsibilities.

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

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. 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, which will be offered if the requisite number of students is met. 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 an Honours degree.

All 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.



## 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)

### Level 1

- Management
- Organisational Behaviour
- Statistics
- Quantitative Methods
- Principles and Practice of Communication
- Discourse: Critique and Evaluation
- Media Communication in a Changing World

### Level 2

- Human Resource Management
- Cross-Cultural Intelligence at the Workplace

### Level 3

- IT-Enabled Business Transformation
- Selected Topics in Management
- Managing Information Security and Privacy
- 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: Survey of Terrorist Groups in Modernity
- Terrorism and Psychology:  
The Mind of the Terrorist
- Non-Traditional Security

## Elective Courses (Choose 20 cu)

### Level 1

- Introduction to Psychology 1
- Introduction to Psychology 2
- Fire Safety Management

### Level 2

- Security Services for the Built Environment

### Level 3

- Independent Study
- Positive Psychology
- Psychology of Creativity
- Sociology of Law and Order (10 cu)
- IP for Technology & Innovation Industries
- Information Security Challenges in Smart Computing
- Information Security Offence Defence and Incident Management

## Honours Compulsory Courses (Total 30 cu)

### Level 3

- Corporate Communications
- Public Relations

### Level 4

- Strategy for Business (10 cu)
- Security Studies Project (10 cu)

## Honours Elective Courses (Choose 10 cu)

- Students may take any 10 cu from an elective basket comprising level 3 or higher courses other than those which have been completed in their basic undergraduate degree.

Programme Offered in Collaboration with:





# 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 SUSS core courses. All courses are 5 cu unless stated otherwise.

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 companies from 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
- Essentials of 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
- Social Media Metrics & Analytics
- SUSS Impact Startup Challenge
- WBI Impact Startup Challenge (Medan, Indonesia)
- GCIC Impact Startup Challenge (Manila, Philippines)
- FETCH Impact Startup Challenge (Ho Chi Minh, Vietnam)

#### Explanatory Note:

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

# MINOR COURSES

The SUSS School of Business offers the following minor courses:

- Accountancy
- Analytics
- Business
- Financial Technology
- International Trade Management
- Management
- Marketing
- Organisation Management
- Procurement Management
- Security Studies
- Supply Chain Management

An SUSS student reading any programme with a minor option can choose to take any minor course offered by the University, subject to meeting specific requirements of his/her programme and the minor courses.

Please visit [suss.edu.sg](http://suss.edu.sg) for the full list of minor courses available.

# JOIN US

## ADMISSION CRITERIA

1. Singapore Citizens, Singapore Permanent Residents or residents in Singapore
2. • 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, or
  - Diploma from ITE or other diploma qualifications plus an acceptable SAT or ACT (with Writing) may be considered on a case-by-case basis
3. At least two years of full-time work experience, or currently employed on a full-time basis\*
4. At least 21 years old

\* Applicants who have fully completed National Service will be deemed to have fulfilled the work experience criterion.

Some programmes may have additional requirements. Please refer to the individual programme pages for details.

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.

## TUITION FEES

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.

## SCHOLARSHIPS AND FINANCIAL AID

SUSS offers scholarships to outstanding students pursuing their undergraduate studies with the University in recognition of their excellent academic achievements, leadership qualities, special talents and contributions.

There are also various types of financial aid available to students who need financial assistance during the course of their study.

Please visit [suss.edu.sg](http://suss.edu.sg) for more details on the admission criteria, tuition fees and other information.



# EVENTS AND ACTIVITIES



## 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.



## LOGISTICS AND SUPPLY CHAIN MANAGEMENT STUDENTS POSTER PRESENTATION

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



## MONSOONSIM ERM COMPETITION 2018

MonsoonSIM is a business simulation created by Monsoon Academy, which mimics the operation of a retail chain, and includes concepts of Enterprise Resource Management (ERM).



## OVERSEAS VISITORS FROM CHONGQING MAY 2018

A group of Chinese delegates from Chongqing visited SUSS



## SUSS-CLOUDMILE WORKSHOP

Frontiers in Big Data, Cloud Computing and Artificial Intelligence - How to Transform Businesses with Artificial Intelligence in the Cloud



## PUBLIC WORKSHOP

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



## SUSS-MICROSOFT ANALYTICS HACKATHON 2018