

# SCHOOL OF BUSINESS

**2024**  
Part-time  
Undergraduate  
Programmes



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**CHOO YUEH YUE KIMBERLY KARA**  
Bachelor of Science in Marketing with  
Minor in Psychology

# 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.

Singapore University of Social Sciences (SUSS) is a member of AACSB International—The Association to Advance Collegiate Schools of Business: [aacsb.edu/about](https://aacsb.edu/about).



## 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**



ONE OF THE SIX  
AUTONOMOUS UNIVERSITIES  
IN SINGAPORE



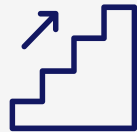
HIGH ACADEMIC  
STANDARDS



EXPERIENCED FACULTY  
MEMBERS AND  
INDUSTRY EXPERTS



FOCUS ON REAL-  
WORLD LEARNING



LIFELONG EDUCATIONAL  
OPPORTUNITIES



GOVERNMENT TUITION  
GRANT OR SUBSIDY FOR  
ELIGIBLE STUDENTS



WELL-DESIGNED ONLINE  
LEARNING RESOURCES



FLEXIBLE AND  
SELF-PACED LEARNING



INDUSTRY-RELEVANT  
CURRICULA



PRACTICE-ORIENTED  
APPROACH

# BACHELOR OF ACCOUNTANCY



## Programme Overview



The Bachelor of Accountancy 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 is taught by faculty with globally recognised qualifications and extensive experience in academia and industry. Care has been taken to ensure that the programme is industry relevant, from the appointment of industry leaders in our programme advisory panel, to the involvement of senior staff from accounting firms in the development and presentation of our courses.

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.

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 from corporate to banking to 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 an accredited degree recognised by the Singapore Accountancy Commission (SAC). Graduates from the programme have direct entry into the Singapore CA Qualification (Professional Programme) which is a requirement to qualify as a Chartered Accountant of Singapore and be a member of the Institute of Singapore Chartered Accountants (ISCA).

Finally, the Chartered Institute of Management Accountants (CIMA) will grant some exemptions to graduates of this programme for the purpose of registering and taking their professional examinations. They will be exempted from the five Certificate Level examinations and the six Operational and Management Level Objective tests from CIMA.



## Programme Structure

This is a direct honours programme. To graduate with an honours degree, students will have to satisfy all university requirements and complete a total of 170 credit units (cu) of courses, comprising 30 cu of SUSS Core courses and 140 cu of major courses. Graduating students who meet the eligibility criteria for an honours classification will be awarded an honours degree based on aggregate academic performance measured by the cumulative grade point average (CGPA) assessed throughout the degree programme.

### SUSS Core Courses (Choose 30 cu)

Choose SUSS Core courses from four branches — Society, Capacities, People and Engagement.

### Major Compulsory Courses (Total 125 cu)

#### Level 1

- Business Skills and Management<sup>1</sup>
- Quantitative Methods

#### Level 2

- Financial Accounting
- Managerial Accounting
- Financial Reporting
- Intermediate Financial Reporting
- Accounting for Decision Making and Control
- Introduction to Income Tax
- Accounting Information Systems
- Contract and Agency Law
- Company and Tort Law
- Economic Ideas and Models for Business
- Human Behaviour in Organisations

#### 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
- Decision Making for Financial Managers
- Financial Markets

#### Level 4

- Business Valuation
- Advanced Consolidation and Corporate Reporting
- Ethics and Accounting Theory (2.5 cu)
- Corporate Governance and Risk Management (2.5 cu)
- Contemporary Business Strategy

### Major Elective Courses (Choose 15 cu)<sup>2</sup>

#### Level 2

- Data Visualisation for Business
- Python for Data Analytics

#### Level 3

- Forensic Accounting
- Accounting Analytics
- Fundamentals of Data Mining
- Association and Clustering
- Predictive Modelling
- Business Analytics Applications and Issues
- Text Mining and Applied Project Formulation
- Business Forecasting
- Statistical Methods
- Mathematics and Programming for FinTech
- Machine Learning and AI for FinTech
- Impact Investing and Green Finance
- Equity Securities
- Fixed Income and Derivative Securities
- Personal Financial Planning
- Risk Management for Finance and Technology
- Blockchain Technology and Smart Contract for Finance
- Financial Cryptography
- Computational Law in Token Economy

#### Level 4

- Topics in Assurance and Attestation

#### Explanatory Notes:

<sup>1</sup> It is strongly recommended that students should take *Business Skills and Management* as their first course in the programme.

<sup>2</sup> Up to 10 cu of the elective courses can be replaced by Free Electives (course pre-requisites apply).

#### Important Notes:

- All courses are 5 cu unless stated otherwise.
- The courses listed are subject to change.
- Please refer to the SUSS website for more details.

# BSc BUSINESS



## Programme Overview



The Bachelor of Science in Business 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., customer relationship management, finance, operations, strategy, sustainability, etc., 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.

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

You may pursue Business as a single major or in combination with a minor.



## 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 graduates can work in all major functional areas of a business value chain, such as operations, procurement, logistics, marketing and sales, entrepreneurship, as well as all business support activities.



## Programme Structure

To graduate with a basic degree, students are to complete a total of 130 credit units (cu) of courses, comprising 20 cu of SUSS Core courses, 80 cu of major courses, and 30 cu of a minor or Free Electives (course pre-requisites apply).

## SUSS Core Courses (Choose 20 cu)

Choose SUSS Core courses from four branches — Society, Capacities, People and Engagement.

## Minor/Free Electives (Choose 30 cu)

Choose from a list of minors (30 cu each) including new minors in *Social Entrepreneurship and Innovation* and *Sustainable Business Practices*, or Free Elective courses (course pre-requisites apply).

## Major Compulsory Courses (Total 60 cu)

### Level 1

- Business Skills and Management<sup>1</sup>
- Organisational Behaviour in the Technology Era

### Level 2

- Analytics for Decision-Making
- Contract and Agency Law
- Economic Ideas and Models for Business
- Essentials of Financial Management

### Level 3

- Sustainability, Ethics and Law
- Operations Analytics
- Project Management
- Customer Relationship Management
- Innovation Management and Digital Transformation

### Level 4

- Contemporary Business Strategy

#### Explanatory Note:

<sup>1</sup> It is strongly recommended that students should take *Business Skills and Management* as their first course in the programme.

#### Important Notes:

- All courses are 5 cu unless stated otherwise.
- The courses listed are subject to change.
- Please refer to the SUSS website for more details.

## Major Elective Courses (Choose 20 cu)

### Level 1

- Management in the Digital Age
- Quantitative Methods
- Geron-Preneurship and Innovation

### Level 2

- Financial and Managerial Accounting
- Business Excellence
- Company and Tort Law
- Marketing Management

### Level 3

- Business Analytics Applications and Issues
- Business Forecasting
- Independent Study
- Business Negotiation
- Starting and Managing a Business
- IT-Enabled Business Transformation
- Total Quality Management
- Lean Six Sigma
- Managing Information Security and Privacy
- Doing Business with China
- Big Data for Socioeconomic Issues
- Artificial Intelligence for Social Good
- Political Economy of Asia
- Digital Marketing
- Cybercrime

# BSc BUSINESS ANALYTICS



## Programme Overview



The Bachelor of Science in Business Analytics programme provides students with skill sets that are valuable to organisations operating in the digital era. The programme prepares graduates for engagements with different stakeholders in various phases of an analytics project. To this end, students will read a number of business-related courses to develop core skills across multiple business functions and operations. They will also learn to apply a wide array of data analytics techniques to uncover useful information from business data. They will learn to report and present useful and actionable findings to facilitate managerial decision-making and improve organisation performance.

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.

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

You may pursue Business Analytics as a single major or in combination with a minor.



## Whom is this for?

This programme targets working adults and mature learners who are in jobs which require 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 and end-users of business analytics across the private and public sectors. The following are examples of 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	
Technical Analyst	NTT Data Business Solutions	
Decision Science Consultant	Aimia (formerly known as Carlson Marketing)	Consulting and Marketing Research Firms
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	
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	
Data Management Executive	Ministry of Social and Family Development	Institutes of Higher Learning
Lecturer and Course Co-ordinator, Business Intelligence and Analytics	Temasek Polytechnic	



## Programme Structure

To graduate with a basic degree, students are to complete a total of 130 credit units (cu) of courses, comprising 20 cu of SUSS Core courses, 80 cu of major courses, and 30 cu of a minor or Free Electives (course pre-requisites apply).

### SUSS Core Courses (Choose 20 cu)

Choose SUSS Core courses from four branches — Society, Capacities, People and Engagement.

### Minor/Free Electives (Choose 30 cu)

Choose from a list of minors (30 cu each) or Free Elective courses (course pre-requisites apply).

### Major Compulsory Courses (Total 65 cu)

#### Level 1

- Business Skills and Management<sup>1</sup>

#### Level 2

- Financial and Managerial Accounting
- Data Visualisation for Business
- Python for Data Analytics
- Essentials of Financial Management
- Marketing Management

#### Level 3

- Fundamentals of Data Mining
- Association and Clustering
- Predictive Modelling
- Business Analytics Applications and Issues
- Text Mining and Applied Project Formulation

#### Level 4

- Business Analytics Applied Project (10 cu)

#### Explanatory Notes:

<sup>1</sup> It is strongly recommended that students should take *Business Skills and Management* as their first course in the programme.

<sup>2</sup> Up to 15 cu of the elective courses can be replaced by Free Electives (course pre-requisites apply).

#### Important Notes:

- All courses are 5 cu unless stated otherwise.
- The courses listed are subject to change.
- Please refer to the SUSS website for more details.

### Major Elective Courses (Choose 15 cu)<sup>2</sup>

#### Level 1

- Management in the Digital Age
- Quantitative Methods
- Structured Programming

#### Level 2

- Contract and Agency Law
- Economic Ideas and Models for Business
- Internet of Things (IoT)
- Human Behaviour in Organisations
- Data Programming

#### Level 3

- Accounting Analytics
- Business Forecasting
- Statistical Methods
- Applied Operations Research
- Applications of Artificial Intelligence in Healthcare
- Operation Analytics
- Project Management
- Starting and Managing a Business
- Database Management Systems
- Social Media Metrics & Analytics
- Customer Insights and Analytics
- Marketing Research

#### Level 4

- Contemporary Business Strategy

# BSc LOGISTICS AND SUPPLY CHAIN MANAGEMENT



## Programme Overview



The Bachelor of Science in Logistics and Supply Chain Management programme is the first undergraduate programme dedicated to the study of logistics and supply chain management (SCM) offered by a Singapore university. Our partnership with the Singapore Logistics Association ensures that the curriculum is industry relevant. Our courses are aligned with the Skills Framework for Logistics under the government's SkillsFuture initiative developed for the Singapore workforce.

The programme is designed to equip students with the means to support the planning and management of supply chains in an Industry 4.0 and post-Covid-19 future. The programme provides broad foundational concepts in business, progressing to technical as well as digital knowledge and skills in logistics and SCM. Students learn how to develop effective problem-solving, decision-making, digital and innovation-thinking skills to manage the flow of goods, services and information through the supply chain.

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

You may pursue Logistics and Supply Chain Management as a single major or in combination with a minor.



## 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.

Programme Offered in Collaboration with:







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

**ADELINE WONG**  
Alumna



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



## Career Prospects

The multidisciplinary 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 Solutions Specialist
- Logistics Operations Executive/Vertical Specialist
- Logistics Data Specialist/Digital Services Executive/Logistics System Analyst
- Key Account Executive/Order Management Executive
- Import Export Specialist/Freight Executive
- Transport Executive/Project Executive
- Warehouse Operations Executive/Inventory Management Executive



## Programme Structure

To graduate with a basic degree, students are to complete a total of 130 credit units (cu) of courses, comprising 20 cu of SUSS Core courses, 80 cu of major courses, and 30 cu of a minor or Free Electives (course pre-requisites apply).

### SUSS Core Courses (Choose 20 cu)

Choose SUSS Core courses from four branches — Society, Capacities, People and Engagement.

### Minor/Free Electives (Choose 30 cu)

Choose from a list of minors (30 cu each) or Free Elective courses (course pre-requisites apply).

### Major Compulsory Courses (Total 65 cu)

#### Level 2

- Python for Data Analytics
- Supply Chain Management
- Inventory Management
- Transport Management and Technology
- Marketing Management

#### Level 3

- Fundamentals of Data Mining
- Supply Chain Information Management and Technology
- Procurement and Supply Management in the Digital Era
- International Trade Law
- Optimisation and Simulation for Decision-Making
- Industry 4.0 Logistics Applications

#### Level 4

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

### Major Elective Courses (Choose 15 cu)

#### Level 2

- Internet of Things (IoT)
- Warehouse Management and Technology

#### Level 3

- Machine Learning
- Aviation Management
- Lean Six Sigma for Supply Chains
- Ocean Freight Management
- Air Freight Management
- Port Management and Technology
- Solutions Design for Logistics and Supply Chain Management
- Urban Logistics
- Geospatial Analytics for Decision-Making
- Digital Twin for Supply Chains
- Logistics for Large-Scale Operations
- Contract Management for Supply Chains

#### Important Notes:

- All courses are 5 cu unless stated otherwise.
- The courses listed are subject to change.
- Please refer to the SUSS website for more details.

# BSc FINANCE



## Programme Overview



Singapore is a pre-eminent global financial centre. The rapidly expanding financial sector continues on a growth trajectory, currently accounting for over 12% of GDP. With developments in Asia and beyond, prospects for employment and career growth in a wide range of financial services, including commercial and investment banking, wealth management, risk management and financial advisory services, as well as in FinTech, are promising.

The Bachelor of Science in Finance programme provides breadth for a broad coverage of current finance and depth into areas of interest such as digital economy, investment, derivatives or FinTech. The curriculum is designed to enable students to enhance their professional credentials in this global financial centre. Graduates from the programme will be trained for a wide range of roles in the financial and related sectors, including investment analysts, research analysts, portfolio managers, traders, financial consultants and financial technologists.

This programme maintains a strong linkage with the finance industry with knowledge content that is kept up-to-date with current developments. Our academic partners from the industry include the Chartered Financial Analyst (CFA) Institute, the Financial Planning Association of Singapore (FPAS) and the Global FinTech Institute (GFI).

SUSS is a founding academic partner of the Global FinTech Institute (GFI) which administers the Chartered FinTech Professional (CFtP) qualification to promote the field of FinTech and professionalism in the FinTech industry. Being aligned in the curricula, our students may be exempted from one or more component examinations of the CFtP if the appropriate courses are passed.

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

You may pursue Finance as a single major or in combination with a minor.



## Whom is this for?

The Bachelor of Science in Finance programme is targeted at professionals in the financial sector seeking to upgrade their skills, to enhance their career prospects, or to switch career paths into finance from other fields. The programme is structured to help students develop their financial knowledge and skill sets in a progressive manner. Students will acquire the ability to think 'out of the box' and to communicate financial information with confidence. The flexibility of our lifelong learning pedagogy allows students to adapt the learning to their pace.



## Career Prospects

This programme equips graduates with skills to take on a wide range of roles in the financial and related sectors, including investment analysts, research analysts, portfolio managers, traders, financial consultants and financial technologists.



## Programme Structure

To graduate with a basic degree, students are to complete a total of 130 credit units (cu) of courses, comprising 20 cu of SUSS Core courses, 80 cu of major courses, and 30 cu of a minor or Free Electives (course pre-requisites apply).

### SUSS Core Courses (Choose 20 cu)

Choose SUSS Core courses from four branches — Society, Capacities, People and Engagement.

### Minor/Free Electives (Choose 30 cu)

Choose from a list of minors (30 cu each) or Free Elective courses (course pre-requisites apply).

### Major Compulsory Courses (Total 15 cu)

#### Level 2

- Data Technologies for Financial Modelling

#### Level 3

- Decision Making for Financial Managers
- Financial Markets

### Major Elective Courses (Choose 65 cu)

#### Level 1

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

#### Level 2

- Financial and Managerial Accounting<sup>1</sup>
- Python for Data Analytics
- Economic Ideas and Models for Business
- Game Theory and Design Thinking<sup>2</sup>

#### Level 3

- Sustainability, Ethics and Law
- Mathematics and Programming for FinTech<sup>2</sup>
- Machine Learning and AI for FinTech<sup>2</sup>
- Impact Investing and Green Finance<sup>2</sup>
- Equity Securities<sup>2</sup>
- Fixed Income and Derivative Securities<sup>2</sup>
- Personal Financial Planning<sup>2</sup>
- Risk Management for Finance and Technology<sup>2</sup>
- Computational Law in Token Economy<sup>2</sup>

#### Level 4

- Contemporary Business Strategy

#### Explanatory Notes:

<sup>1</sup> These two courses – *Statistics* and *Financial and Managerial Accounting* – are pre-requisites for the finance major compulsory courses.

<sup>2</sup> Students must choose at least 35 cu from these finance elective courses.

#### Important Notes:

- All courses are 5 cu unless stated otherwise.
- The courses listed are subject to change.
- Please refer to the SUSS website for more details.

# BSc MARKETING



## Programme Overview



Marketing is an applied domain that draws from the basic disciplines of psychology, economics and statistics to help companies ensure that the products and services they offer are desired and purchased by consumers. What to sell, at what price, where to sell, and to whom should they target their advertising and sales efforts at are some of the questions competent marketing professionals answer.

To be a competent marketing professional, you will need a good foundation in all aspects of business as well as an in-depth understanding of the marketing domain.

The Bachelor of Science in Marketing programme will provide you with contemporary specialised marketing knowledge with additional competencies in business and general management. The specialised marketing courses offered at SUSS will help you understand and effectively manage key functional areas of marketing. This, coupled with a suite of courses covering the core disciplines of business and management, will afford you the ability to see the big picture and understand how marketing can be seamlessly integrated with the rest of the activities in a company to maintain a competitive edge in any industry.

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

You may pursue Marketing as a single major or in combination with a minor.



## Whom is this for?

This programme is suitable for applicants from any sector looking for a specialised marketing qualification with integrated competencies in key areas of business and management. It is also suitable for applicants with non-business qualifications and experiences who are working towards a career-switch into marketing.



Studying in SUSS is an enriching, engaging and fulfilling experience. From the basics of marketing to advanced, real-world problems, SUSS provides opportunities to interact with people in the industry and apply what I've learnt."

**LAI LOYSIUS**  
Student



## 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. They can excel in the following marketing careers: advertising and promotion, public relations, corporate communications, customer support service, digital marketing, marketing and consumer research, product and brand management, purchasing and merchandising, retailing and wholesaling, sales and sales management, and services marketing.



I came to SUSS for a marketing degree, but I'm walking away with something greater, which is the heart to give back to society. I've found more purpose and meaning in life when I apply my marketing skills to help others in need."

**TEOH YI LING**  
Student



## Programme Structure

To graduate with a basic degree, students are to complete a total of 130 credit units (cu) of courses, comprising 20 cu of SUSS Core courses, 80 cu of major courses, and 30 cu of a minor or Free Electives (course pre-requisites apply).

### SUSS Core Courses (Choose 20 cu)

Choose SUSS Core courses from four branches — Society, Capacities, People and Engagement.

### Minor/Free Electives (Choose 30 cu)

Choose from a list of minors (30 cu each) or Free Elective courses (course pre-requisites apply).

### Major Compulsory Courses (Total 65 cu)

#### Level 2

- Analytics for Decision-Making
- Economic Ideas and Models for Business
- Managing Operations
- Marketing Management

#### Level 3

- Consumer Behaviour
- Integrated Marketing Communications
- Services Marketing
- Sustainability Marketing
- Digital Marketing
- Marketing Research

#### Level 4

- Contemporary Business Strategy
- Selected Topics on Digital Transformation (10 cu)

### Major Elective Courses (Choose 15 cu)

#### Level 2

- Financial and Managerial Accounting
- Contract and Agency Law
- Essentials of Financial Management
- Human Behaviour in Organisations

#### Level 3

- Independent Study
- Sustainability, Ethics and Law
- Starting and Managing a Business
- SUSS Impact Startup Challenge (Singapore/Overseas)
- Retail Management
- Brand Management
- Pricing
- Social Media Metrics & Analytics
- Social Marketing
- Digital Marketing Practicum
- B2B Marketing and Sales Management
- Customer Insights and Analytics
- AI and Marketing 5.0
- Strategic Content Management

#### Important Notes:

- All courses are 5 cu unless stated otherwise.
- The courses listed are subject to change.
- Please refer to the SUSS website for more details.

# MINORS

The SUSS School of Business offers the following minors:

- Accountancy
- Analytics
- Applied Economics
- Aviation Management
- Business
- Financial Technology
- International Trade Management
- Management
- Maritime Management
- Marketing
- Procurement Management
- Social Entrepreneurship and Innovation
- Supply Chain Management
- Sustainable Business Practices

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



Please visit [suss.edu.sg](https://suss.edu.sg) for the full list of minors available.

# JOIN US



Find out more

## 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 equivalent<sup>1</sup>
3. Two years of full-time work experience, or currently employed on a full-time basis<sup>2</sup>
4. At least 21 years old

<sup>1</sup> Acceptable qualifications: Diploma from LASALLE College of the Arts; Nanyang Academy of Fine Arts (NAFA); National Institute of Education; and ITE Work-Study Diploma. Other Diploma qualifications (e.g., Advanced Diploma, Specialist Diploma, Conversion Diploma) plus an acceptable SAT or ACT (with Writing) score may be considered for admission on a case-by-case basis.

<sup>2</sup> 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 page on the SUSS website for details.

Shortlisted applicants may be required to undergo one or more interviews 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 is dependent on the number of places available in individual programmes. Admission is solely at the discretion of SUSS and the decision is final and binding. SUSS reserves the right to refuse admission and is not obliged to offer an explanation for the non-admission of unsuccessful candidates.

## TUITION FEES



Find out more

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



Find out more

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



# EVENTS AND ACTIVITIES



## L'OREAL BRANDSTORM 2023

Congratulations to Leanne, Kelyn and Joe Hui — our students from SBIZ Marketing Programme! We celebrate their success for winning the joint 3rd runner up award in the L'Oreal Brandstorm 2023 national finals. Their innovative idea that combined AI, AR and marketing execution propelled them to be one of the 6 finalists from among 140 teams from various universities that participated in the competition. With this, they have secured internship opportunities with one of the world's leading brands in the beauty industry.



## SUSTAINABILITY MARKETING (MKT366) FIELD TRIP

Students and lecturers visited the Ground-Up Initiative (GUI) — a non-profit organisation that promotes our connection to the environment and to one another — to conduct on-site research on urban farming. Through the field trip, students not only learned about what sustainability means and how to practice it, but they also had the opportunity to see how local produce is grown on the farm.



## VISIT TO THE MARKETING INSTITUTE OF SINGAPORE

The SUSS Marketing Interest Group visited the Marketing Institute of Singapore (MIS) to explore project collaborations. Posing in the photo are student members with the President of MIS, Mr Roger Wang, and SUSS instructors, Dr Vicky Kuo and Associate Professor Jimmy Wong.



## SUSS BRAND CHALLENGE

# EVENTS AND ACTIVITIES



## STRENGTHEN RELATIONSHIPS WITH CHONGQING NORMAL UNIVERSITY

The SUSS School of Business hosted 14 students and 2 faculty from Chongqing Normal University, Foreign Trade and Business College, to a one-week programme on trade connectivity and global logistics. The Chongqing visitors interacted with SUSS faculty, alumni and students, and allowed both universities to identify areas to grow collaborative partnerships.



## WINNERS OF THE CFA INVESTMENT RESEARCH CHALLENGE 2023 WITH JUDGES AND MENTORS



## 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.



## SUSS ANALYTICS & VISUALISATION CHALLENGE (VISUALISATION CHALLENGE)

# CONTACT US



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Information is accurate as of November 2023.