Bachelor of Business (Business Analytics)

This course is the first to be offered by a Singapore business school—with the first graduates expected in 2017. It admits 60 students each year.

Big data and analytics has been identified by the Economic Development Board as an important growth sector for Singapore. By the end of 2017, data analytics is expected to contribute $1 billion to the economy, powered by 2,500 data analytics professionals.

The course focuses largely on business insights with particular application in business operations, digital marketing, as well as finance and accounting. It also provides instruction in data modelling and data management.

The programme opens up client-facing career opportunities in management and technology consulting, consumer analytics and marketing, supply chain management, risk management, and business forecasting in a diversity of industries including finance, hospitality, healthcare and retail.

Transforming Business through Big Data

Business Analytics 3 Compulsory Core Courses:
- Analytics I: Visual and Predictive Techniques
- Analytics II: Advanced Predictive Techniques
- Designing & Developing Databases

Choose 3 Prescribed Electives:
- Business Analytics Consulting
- Enterprise Processes & Analytics
- Financial Service Processes and Analytics
- Lean Operations & Analytics
- Prescriptive Analytics & Optimisation
- Search Engine and Web Analytics
- Service Operations Management
- Social Media & Digital Analytics
- Supply Chain Analytics

Experiential Semester Programme (ESP)

ESP model offers an option to take up a semester-long internship and still be able to complete your programme in the usual time span of 3 years.