

3.1.1 Degree programmes and requirements

Undergraduate study

Bachelor of Accountancy programme

<http://www.nbs.ntu.edu.sg/undergrad/>

The Bachelor of Accountancy programme offered by the Nanyang Business School (NBS) is the most established and well-regarded Accountancy programme in Singapore and the region. We have a long tradition of training professional accountants for leadership roles as partners in accounting firms, chief financial officers of major corporations and managing directors of public and private companies. The majority of the top accountants in Singapore have been trained by us in the last 50 years.

The three-year direct honours Bachelor of Accountancy (B.Acc.) programme is recognised as a professional Accounting qualification in Singapore by the Institute of Certified Public Accountants of Singapore and the Accounting and Corporate Regulatory Authority. It is accredited by CPA Australia and recognised by the Institute of Chartered Accountants in Australia for entry into their respective programmes. Our degree is also accredited by the Association to Advance Collegiate Schools of Business (AACSB). We are among only five schools in the world, outside of the US, to have the AACSB accreditation in Accounting.

Partnering with the top US accounting programme at the University of Illinois at Urbana-Champaign, we embarked on Project Discovery more than five years ago, to radically transform the way that Accounting is taught. There is now a greater focus on risk assessment, corporate governance and ethics, and integration of disciplines such as economics, finance, strategy, psychology and systems thinking into the understanding of Accounting. Active learning methods based on real-world cases and projects are emphasised to develop students' critical thinking and communication skills.

Our Accounting faculty is ranked top three in the Asia-Pacific region for our research accomplishments. With top Accounting professors teaching in the programme, up-to-date curriculum and pedagogical changes, coupled with the renowned rigour and high standards of our programme, we ensure that our students have the best Accountancy education available in this part of the world, and guarantee that our graduates are well prepared to meet the challenges of the new and global economy.

Curriculum structure

The curriculum for the B.Acc. programme comprises Business and core Accounting courses, a professional attachment and General Education Requirements.

Business courses

B.Acc. students are required to complete nine Business courses in the course of the three-year direct honours programme.

AA101	Accounting I
AA102	Accounting II
AB102	Financial Management
AB103	Statistical and Quantitative Methods
AB105	Organisational Behavior and Design
AB107	Business Law
AB112	Marketing
AB113	Information Technology
AB311	Strategic Management
HW001	English Proficiency*

*This course must be offered by students who have not passed or are not exempted from the Qualifying English Test for admission to the B.Acc. programme.

Core Accounting courses

Students are required to read nine core Accounting courses across their second and third years of study.

AA201	Accounting Measurement and Disclosure
AA202	Accounting for Decision-Making and Control
AA203	Principles of Taxation
AA205	Control and Risk Management
AA301	Business Valuation and Analysis
AA304	Assurance and Auditing
AA306	Risk Reporting and Analysis
AC208	Company Law
AC213	Developing Business Information Systems

Professional attachment

NBS students pursue a professional attachment lasting eight or ten weeks at the end of their second year of study. This attachment is carefully crafted to be relevant and enriching, allowing our students to acquire first-hand practical experience and sharpen their skills in the industry. In addition to providing practical real-life work experience for our students to balance their academic training, NBS students also get to interact and network with professionals in the working environment, setting up valuable contacts necessary to give them the edge in the working world. The attachment often serves as an excellent opportunity for employers to assess our students and their quality, prior to making a permanent job offer to them, even before graduation.

Bachelor of Business programme

<http://www.nbs.ntu.edu.sg/undergrad/>

The rigorous three-year accelerated Bachelor of Business (B.Bus.) honours programme is among the top undergraduate business programmes in Asia. The broad-based programme is innovatively designed to deliver both academic knowledge and the key competencies needed for peak performances in a dynamic and competitive business environment. The programme attracts the very best students in Singapore and the region and its graduates are sought after by major employers for their specialised knowledge and strong competencies in creative and critical thinking.

The programme is noted for these distinctive features:

- **Relevance:** Industry-relevant majors and professional attachments that prepare our students to contribute effectively to their future employers.
- **Research:** The Final-year Project facilitates the acquisition of in-depth knowledge and research skills in a topic of the students' choice.
- **Flexibility and choice:** Students may take up options such as minors offered by other schools in NTU, overseas exchange programmes, or second majors.

A wide range of majors is available to best match students' diverse aptitudes and interests:

Actuarial Science – The first of its kind in Asia since 1991, this major is globally recognised with accreditation from the Institute of Actuaries, UK.

Banking and Finance – Offers the largest range of cutting-edge courses taught by Finance faculty who are ranked top in ASEAN and fourth in the Asia-Pacific region. Our students achieve a high degree of success in the Chartered Financial Analyst certification.

Human Resource Consulting – The only Human Resource Consulting major in the Asia-Pacific region that prepares graduates to focus strategically on building and sustaining people as a critical source of competitive advantage.

Information Technology – With a state-of-the-art curriculum that combines rigorous IT competency with business domain knowledge, this unique programme produces IT-savvy professionals who are much sought after by businesses in Singapore and abroad.

Marketing – This highly interactive programme offers a curriculum with a strong global and Asian perspective, a practical orientation and an emphasis on thinking skills, imagination and creativity. Our highly-rated students go on to find jobs in virtually every industry.

Tourism and Hospitality Management – Designed in collaboration with the Singapore Tourism Board and major industry players in response to strong industry demand, this major focuses on the high growth areas of business travel and events, attractions and integrated resorts management.

Curriculum structure

The curriculum for the B.Bus. programme comprises foundational and advanced Business courses, a professional attachment, an applied research project and General Education Requirements.

Business courses

BBus students are required to complete 10 Business courses in the course of the three-year direct honours programme.

AA101	Accounting I
AA102	Accounting II
AB102	Financial Management
AB103	Statistical and Quantitative Methods
AB105	Organisational Behaviour and Design
AB107	Business Law
AB112	Marketing
AB113	Information Technology
AB213	Research Methods
AB311	Strategic Management
HW001	English Proficiency*

*This course must be offered by students who have not passed or are not exempted from the Qualifying English Test for admission to the BBus programme.

Major courses

Actuarial Science

(To take five courses comprising four compulsory core courses and one major prescribed elective)

Compulsory core courses

BA215	Statistical Modelling
BA216	Survival Models
BA218	Mathematics of Finance
BA309	Life Contingencies and Demography

One major prescribed elective to be chosen from the following:

BA217	Stochastic Modelling
BA322	Actuarial Statistics
BA323	Actuarial Aspects of Asset Valuation

*Actuarial Science majors who would like to obtain full professional exemptions will have to take all three of the above courses.

Banking and Finance

(To take five courses comprising two compulsory core courses and three major prescribed electives)

Compulsory core courses

BF212	Mathematical Methods for Finance
BF215	BF215 Investments

For a broad-based finance concentration, students may choose three prescribed electives from across the courses listed below. To focus on a particular finance field, students may opt to read electives from any one of the three courses: Asset Management, Wealth Management or Corporate & Investment Banking.

Asset Management (Choose three or more)

BF219	Equity Securities
BF307	Derivative Securities
BF308	Fixed Income Securities
BF324	Portfolio Management
BF325	Financial Modeling
BF327	Alternative Investments

Wealth Management (Choose three or more)

AA203	Principles of Taxation
BA219	Principles of Risk & Insurance
BF214	Management of Finance Institutions
BF221	Wealth Planning
BF307	Derivatives Securities
BF324	Portfolio Management
BF327	Alternative Investments

Corporate & Investment Banking (Choose three or more)

BF218	International Finance Management
BF307	Derivatives Securities
BF322	Advanced Corporate Finance
BF325	Financial Modeling
BL247	Corporate Finance Law

Human Resource Consulting

Five Compulsory core courses

BH223	Compensation and Benefits
BH226	Strategic Human Resource and Consulting
BH227	Selection and Assessment
BH325	Learning and Performance Development
BH326	Human Resource Metrics

Recommended electives

BH324	Employment Law
BH331	Cultural Intelligence at Work

Information Technology

(To take five courses comprising three compulsory core courses and two major prescribed electives)

Three Compulsory core courses

BC201	Introduction to Java Programming
BC203	Systems Analysis and Design
BC207	Data Management and Business Intelligence

Two major prescribed electives to be chosen from the following

BC206	Financial Analytics and Reporting
BC312	Enterprise Computing
BC313	Web Technologies
BC314	IT Security

Marketing

Five Compulsory core courses

BM212	Consumer Behaviour
BM213	Product and Pricing Management
BM214	Integrated Marketing Communications
BM215	Marketing Channels
BM315	Global Market Strategy

Recommended electives

BM211	International Business Environment
BM305	Services Marketing
BM321	Retail Management
BM322	Sales Management
BM324	Contemporary Issues in Marketing

Tourism and Hospitality Management

Six Compulsory core courses

BT201	Introduction to Tourism and Hospitality Management
BT202	Revenue Management
BT203	Facility Management and Design
BT204	Service Operations Management
BT301	Electronic Distribution
BT302	Economics of Tourism

Recommended electives

BT311	Franchising in the Tourism and Hospitality Industry
BT312	International Tourism and Hospitality Development
BT313	Tourism and Hospitality Marketing

Professional attachment

NBS students pursue a professional attachment lasting eight or ten weeks at the end of their second year of study. This attachment is carefully crafted to be relevant and enriching, allowing our students to acquire first-hand practical experience and sharpen their skills in the industry. In addition to providing practical real-life work experience for our students to balance their academic training, NBS students also get to interact and network with professionals in the working environment, setting up valuable contacts necessary to give them the edge in the working world. The attachment often serves as an excellent opportunity for employers to assess our students and their quality, prior to making a permanent job offer to them, even before graduation.

Applied Research Project

The Applied Research Project, offered as an optional component to all B.Bus. students in their final year of study, enables them to integrate and synthesise the in-depth knowledge gained from core courses and the broad-based cross-disciplinary electives taken throughout the programme.

Students have the flexibility to take on topics in wide-ranging Accounting or Business-related areas according to their interests.

Second Major programme

The Second Major programme offers students who are academically able the choice of obtaining a second major in an area outside their first major to broaden their skill sets and knowledge, making them more attractive to employers.

Second majors may be pursued in these areas:

- Accountancy
- Banking and Finance
- Business Law
- Economics
- Human Resource Consulting
- Information Technology
- Marketing

Curriculum structure

Accountancy

(To take five courses comprising two compulsory core courses and three major prescribed electives)

Two Compulsory core courses

AA201	Accounting Measurement and Disclosure
AA202	Accounting for Decision-making and Control

Three major prescribed electives to be chosen from the following:

AA203	Principles of Taxation
AA205	Control and Risk Management
AA301	Business Valuation and Analysis
AA304	Assurance and Auditing

AA306	Risk Reporting and Analysis
AC208	Company Law
AC213	Developing Business Information Systems

Banking and Finance

(To take five courses comprising two compulsory core courses and three major prescribed electives)

Two Compulsory core courses

BF212	Mathematical Methods for Finance
BF215	Investments

For a broad-based finance concentration, students may choose three prescribed electives from across the courses listed below. To focus on a particular finance field, students may opt to read electives from any one of the three courses: Asset Management, Wealth Management or Corporate & Investment Banking.

Asset Management (Choose three or more)

BF219	Equity Securities
BF307	Derivative Securities
BF308	Fixed Income Securities
BF324	Portfolio Management
BF325	Financial Modeling
BF327	Alternative Investments

Wealth Management (Choose three or more)

AA203	Principles of Taxation
BA219	Principles of Risk & Insurance
BF214	Management of Finance Institutions
BF221	Wealth Planning
BF307	Derivatives Securities
BF324	Portfolio Management
BF327	Alternative Investments

Corporate & Investment Banking (Choose three or more)

BF218	International Finance Management
BF307	Derivatives Securities
BF322	Advanced Corporate Finance
BF325	Financial Modeling
BL247	Corporate Finance Law

Business Law

Course requirements for Accountancy students

Accountancy students need to satisfactorily complete any five of the following elective courses:

AC313	Advanced Taxation
BH324	Employment Law

BL241	Law and International Business
BL243	Consumer and Marketing Law
BL244	Law of Information & Technology
BL245	Negotiation & Dispute Resolution
BL246	Management of Intellectual Property and Innovation
BL247	Corporate Finance Law
BL248	Corporate Insolvency Law & Practice

Course requirements for Business students

Business students need to satisfactorily complete any five of the following elective courses:

AA203	Principles of Taxation
AC208	Company Law
BH324	Employment Law
BL241	Law and International Business
BL243	Consumer and Marketing Law
BL244	Law of Information & Technology
BL245	Negotiation & Dispute Resolution
BL246	Management of Intellectual Property and Innovation
BL247	Corporate Finance Law
BL248	Corporate Insolvency Law & Practice

Economics

Course requirements for a second major in Economics:

(To complete 13 courses comprising six compulsory core courses and seven prescribed electives)

Six Compulsory core courses

AB103	Statistical Methods
AB106	Principles of Economics
HE201	Intermediate Microeconomics
HE202	Intermediate Macroeconomics
HE204A	Introductory Econometrics
HE312	Political Economy of East Asia

Prescribed electives (Choose up to seven):

HE205	International Trade
HE206	International Monetary Economics
HE207	Money and Banking
HE208	Public Finance
HE209	Industrial Organisation
HE210	Development Economics
HE211	Labour Economics and Labour Relations
HE212	Economic Thought
HE213	Internet Economics
HE220	Survey Methods and Sampling Design

And, at least one Level 300 or 400 course from:

HE301	Mathematical Economics
HE302	Game Theory and Applications to Social Sciences
HE303	The Chinese Economy
HE304	Health Economics
HE305	Environmental Economics
HE306	Urban and Transport Economics
HE307	Financial Economics
HE308	Economics of Strategy
HE320	Applied Econometrics
HE321	Intermediate Econometrics
HE322	Econometric Modeling and Forecasting
HE401	Advanced Microeconomics
HE402	Advanced Macroeconomics
HE403	Advanced International Finance
HE404	Behavioural Economics
HE420	Econometric Time Series Analysis
HE421	Advanced Econometrics
HE499	Final Year Project (optional – 8AUs) ^

^ A student may choose to do an Applied Research Project in Economics in lieu of two elective courses

Human Resource Consulting

(To complete five compulsory core courses)

BH223	Compensation and Benefits
BH226	Strategic Human Resource and Consulting
BH227	Selection and Assessment
BH325	Learning and Performance Development
BH326	Human Resource Metrics

Information Technology

(To complete five courses comprising of two compulsory core courses and three major prescribed electives)

Three Compulsory core courses

AC213	Developing Business Information Systems (for Accounting students only)
BC203	Systems Analysis & Design (for Business students only)
BC206	Financial Analytics & Reporting
BC207	Data Management and Business Intelligence

Prescribed electives (Choose two or more)

BC201	Introduction to Java Programming
BC312	Enterprise Computing
BC313	Web Technologies
BC314	IT Security

Recommended courses for Systems Auditing and Risk Management
(e.g. to seek employment with the big four Accounting firms)

BC206	Financial Analytics and Reporting
BC312	Enterprise Computing
BC314	IT Security
BL244	Law of Information and Technology

Recommended courses for Applications and Systems Consulting
(e.g. Accenture, IBM Consulting, EDS)

BC203	Systems Analysis and Design
BC206	Financial Analytics and Reporting
BC312	Enterprise Computing
BC313	Web Technologies

Marketing

Five Compulsory core courses

BM212	Consumer Behaviour
BM213	Product and Pricing Management
BM214	Integrated Marketing Communications
BM215	Marketing Channels
BM315	Global Market Strategy

Recommended electives

BM211	International Business Environment
BM305	Services Marketing
BM321	Retail Management
BM322	Sales Management
BM324	Contemporary Issues in Marketing

General Education Requirements

Apart from the Business and Core courses and the professional attachment mentioned above, NBS students need to fulfill the following General Education Requirements (GER) to complete their programme:

GER-Core

AB106	Principles of Economics*
AB114	Communication Fundamentals
AB214	Communication Management Strategies

* This course will also cover topics on Singapore Studies.

GER – Prescribed Electives (PE)

Students are required to take a prescribed elective course each from the following areas

- Arts, Humanities and Social Sciences
- Science, Technology and Society

General Education Requirements offer breadth of study, enabling NBS students to understand and appreciate the broader issues and trends in areas of study relating to the Arts, Humanities and Social Sciences, and Science, Technology and Society, both areas of which represent key fields broadly relevant to all professions.

GER – Unrestricted Electives (UE)

The programme's flexibility also allows students to pursue a variety of options for an enriching learning experience, thus ensuring that they are endowed with a wide set of skills and knowledge to meet the demands of the new economy.

Unrestricted electives available to NBS students under the broadening component include:

Broad-based education options

Being a large comprehensive University, students enjoy many options for interdisciplinary learning and exposure. The flexibility of a well-designed curriculum which balances the in-depth disciplinary training in the respective fields of profession with broadening study enables students to pursue a variety of options outside their area of specialisation.

Under the broad-based and flexible framework of the Accountancy, Business and double degree undergraduate programmes, students can also obtain a minor under the University Minor Programme offered by other schools in areas such as Communications, Psychology, Entrepreneurship, Sports Management, etc.

In addition, students may also choose to read electives offered by other schools from foreign languages, sciences, technology, communications, and humanities to arts, design, media and sports.

Overseas exchange experience

Recognising the increasing importance of international exposure and the value of cross-cultural links and exchanges in today's global economy, NBS students are encouraged to pursue a semester of study or work at one of NTU's overseas partner universities under the Global Immersion Programme or the International Student Exchange Programme. Short term study abroad opportunities such as the Global Summer Studies are also available.

Applied Research Project

The Applied Research Project, offered as an optional component to all B Acc students in their final year of study, enables them to integrate and synthesise the in-depth knowledge gained from core courses and the broad-based cross-disciplinary electives taken throughout the programme.

Students have the flexibility to take on topics in wide-ranging Accounting or Business-related areas according to their interests.

Double Degree in Accountancy and Business programme

<http://www.nbs.ntu.edu.sg/undergrad/>

The synergy between Accountancy and Business is widely appreciated in an increasingly complex business environment. The Double Degree in Accountancy and Business leverages this synergy to equip graduates with multiple sets of skills and knowledge to meet the challenges of the new economy.

Graduates who are well-versed in both Accountancy and Business are set to thrive in today's vibrant and global business environment. Also, armed with a dual set of skills, graduates will command higher marketability and enjoy wider career options upon graduation.

Curriculum structure

The curriculum for the Double Degree Programme comprises Business and Accounting courses, a professional attachment and General Education Requirements.

Nine Business courses

Students are required to complete nine business courses in the course of the programme.

AA101	Accounting I
AA102	Accounting II
AB102	Financial Management
AB103	Statistical and Quantitative Methods
AB105	Organisational Behavior and Design
AB107	Business Law
AB112	Marketing
AB113	Information Technology
AB311	Strategic Management
HW001	English Proficiency*

*This course must be offered by students who have not passed or are not exempted from the Qualifying English Test for admission to the programme.

Nine Accounting core courses

Nine Accounting core courses are read by students across the second, third and fourth years of study.

AA201	Accounting Measurement and Disclosure
AA202	Accounting for Decision-Making and Control
AA203	Principles of Taxation
AA205	Control and Risk Management
AA301	Business Valuation and Analysis
AA304	Assurance and Auditing
AA306	Risk Reporting and Analysis
AC208	Company Law
AC213	Developing Business Information Systems

Business major courses

COLLEGE OF BUSINESS:
NANYANG BUSINESS SCHOOL

A wide range of majors is available to best match students' diverse aptitudes and interests. Double Degree students will have the opportunity to major in one of the following six business majors at the end of their first year of study by choice and academic merit:

Actuarial Science – The first of its kind in Asia since 1991, this major is globally recognised with accreditation from the Institute of Actuaries, UK.

Banking and Finance – Offers the largest range of cutting-edge courses taught by Finance faculty who are ranked top in ASEAN and fourth in the Asia-Pacific region. Our students achieve a high degree of success in the Chartered Financial Analyst certification.

Human Resource Consulting – The only Human Resource Consulting major in the Asia-Pacific region that prepares graduates to focus strategically on building and sustaining people as a critical source of competitive advantage.

Information Technology – With a state-of-the-art curriculum that combines rigorous IT competency with business domain knowledge, this unique programme produces IT-savvy professionals who are much sought after by businesses in Singapore and abroad.

Marketing – This highly interactive programme offers a curriculum with a strong global and Asian perspective, a practical orientation and an emphasis on thinking skills, imagination and creativity. Our highly-rated students go on to find jobs in virtually every industry.

Tourism and Hospitality Management – Designed in collaboration with the Singapore Tourism Board and major industry players in response to strong industry demand, this major focuses on the high growth areas of business travel and events, attractions and integrated resorts management.

Major courses

Actuarial Science

(To take five courses comprising four compulsory core courses and one major prescribed elective)

Four Compulsory core courses

BA215	Statistical Modelling
BA216	Survival Models
BA218	Mathematics of Finance
BA309	Life Contingencies and Demography

One major prescribed elective to be chosen from the following:

BA217	Stochastic Modelling
BA322	Actuarial Statistics
BA323	Actuarial Aspects of Asset Valuation

*Actuarial Science majors who would like to obtain the full professional exemptions will have to take all three of the above courses, not just one of the above.

Banking and Finance

(To take five courses comprising two compulsory core courses and three major prescribed electives)

Two Compulsory core courses

BF212	Mathematical Methods for Finance
BF215	BF215 Investments

COLLEGE OF BUSINESS:
NANYANG BUSINESS SCHOOL

For a broad-based finance concentration, students may choose three prescribed electives from across the courses listed below. To focus on a particular finance field, students may opt to read electives from any one of the three courses: Asset Management, Wealth Management or Corporate & Investment Banking.

Asset Management (Choose three or more)

BF219	Equity Securities
BF307	Derivative Securities
BF308	Fixed Income Securities
BF324	Portfolio Management
BF325	Financial Modeling
BF327	Alternative Investments

Wealth Management (Choose three or more)

AA203	Principles of Taxation
BA219	Principles of Risk & Insurance
BF214	Management of Finance Institutions
BF221	Wealth Planning
BF307	Derivatives Securities
BF324	Portfolio Management
BF327	Alternative Investments

Corporate & Investment Banking (Choose three or more)

BF218	International Finance Management
BF307	Derivatives Securities
BF322	Advanced Corporate Finance
BF325	Financial Modeling
BL247	Corporate Finance Law

Human Resource Consulting

Five Compulsory core courses

BH223	Compensation and Benefits
BH226	Strategic Human Resource and Consulting
BH227	Selection and Assessment
BH325	Learning and Performance Development
BH326	Human Resource Metrics

Recommended electives

BH324	Employment Law
BH331	Cultural Intelligence at Work

Information Technology

(To take five courses comprising three compulsory core courses and two major prescribed electives)

Three Compulsory core courses

BC201	Introduction to Java Programming
BC203	Systems Analysis and Design
BC207	Data Management and Business Intelligence

Two major prescribed electives to be chosen from the following

BC206	Financial Analytics and Reporting
BC312	Enterprise Computing
BC313	Web Technologies
BC314	IT Security

Marketing

Five Compulsory core courses

BM212	Consumer Behaviour
BM213	Product and Pricing Management
BM214	Integrated Marketing Communications
BM215	Marketing Channels
BM315	Global Market Strategy

Recommended electives

BM211	International Business Environment
BM305	Services Marketing
BM321	Retail Management
BM322	Sales Management
BM324	Contemporary Issues in Marketing

Tourism and Hospitality Management

Six Compulsory core courses

BT201	Introduction to Tourism and Hospitality Management
BT202	Revenue Management
BT203	Facility Management and Design
BT204	Service Operations Management
BT301	Electronic Distribution
BT302	Economics of Tourism

Recommended electives

BT311	Franchising in the Tourism and Hospitality Industry
BT312	International Tourism and Hospitality Development
BT313	Tourism and Hospitality Marketing

Professional attachment

NBS students pursue a professional attachment lasting eight or ten weeks at the end of their second year of study. This attachment is carefully crafted to be relevant and enriching, allowing our students to acquire first-hand practical experience and sharpen their skills in the industry. In addition to providing practical real-life work experience for our students to balance their academic training, NBS students also get to interact and network with professionals in the working environment, setting up valuable contacts necessary to give them the edge in the working world. The attachment often serves as an excellent opportunity for employers to assess our students and their quality, prior to making a permanent job offer to them, even before graduation.

Applied Research Project

The Applied Research Project, offered as an optional component to all B Acc students in their final year of study, enables them to integrate and synthesise the in-depth knowledge gained from core courses and the broad-based cross-disciplinary electives taken throughout the programme.

Students have the flexibility to take on topics in wide-ranging Accounting or Business-related areas according to their interests.

General Education Requirements

NBS students need to fulfill the following General Education Requirements (GER) to complete their programme:

General Education Requirements (GER) – Core

AB106	Principles of Economics*
AB114	Communication Fundamentals
AB214	Communication Management Strategies

* This course will also cover topics on Singapore Studies.

General Education Requirements – Prescribed Electives (PE)

Students are required to take a GER-prescribed electives course each from one of the following areas

- Arts, Humanities and Social Sciences
- Science, Technology and Society

General Education Requirements offer breadth of study, enabling NBS students to understand and appreciate the broader issues and trends in areas of study relating to the Arts, Humanities and Social Sciences and Science, Technology and Society, both areas of which represent key fields broadly relevant to all professions.

General Education Requirements – Unrestricted Electives (UE)

The programme's flexibility also allows students to pursue a variety of options for an enriching learning experience, thus ensuring that they are endowed with a wide set of skills and knowledge to meet the demands of the new economy.

Unrestricted electives available under the broadening component include:

Broad-based education options

Being a large comprehensive University, students enjoy many options for interdisciplinary learning and exposure. The flexibility of a well-designed curriculum which balances the in-depth disciplinary training in the respective fields of profession with broadening study enables students to pursue a variety of options outside their area of specialisation.

Under the broad-based and flexible framework of the Accountancy, Business and double degree undergraduate programmes, students can also obtain a minor under the University Minor Programme

offered by other schools in areas such as Communications, Psychology, Entrepreneurship, Sports Management, etc.

In addition, students may also choose to read electives offered by other schools from foreign languages, sciences, technology, communications, and humanities to arts, design, media and sports.

Overseas exchange experience

Recognising the increasing importance of international exposure and the value of cross-cultural links and exchanges in today's global economy, NBS students are encouraged to pursue a semester of study or work at one of NTU's overseas partner universities under the Global Immersion Programme or the International Student Exchange Programme. Short term study abroad opportunities such as the Global Summer Studies are also available.

Applied Research Project

The Applied Research Project (ARP), offered as an optional component to all B.Acc. students in their final year of study, enables them to integrate and synthesise the in-depth knowledge gained from core courses and the broad-based cross-disciplinary electives taken throughout the programme.

Students have the flexibility to take on ARP topics in wide-ranging Accounting or Business-related areas according to their interests.