

**Bachelor of Business Administration  
with Second Major in Innovation & Design**

**Cohort AY2024/2025**

<b>Course Requirements</b>	<b>Units</b>
<b>Common Curriculum</b>	
GE1: Data Literacy	4
GE2: Digital Literacy	4
GE3: Communities and Engagement <sup>1</sup>	4
GE4: Critique and Expression <sup>1</sup>	4
GE5: Cultures and Connections <sup>1</sup>	4
GE6: Singapore Studies <sup>1</sup>	4
BSP1702 Legal Environment of Business	4
BSP1703 Managerial Economics <sup>2</sup>	4
DAO1704 Decision Analytics using Spreadsheets	4
ES2002 Business Communication for Leaders (BBA)	4
RE1707 Real Estate Society and Enterprise	2
MNO2707 Business Ethics	2
FSP4003 Field Service Project	8
BPM1701 Calculus and Statistics	-
BPM1702 Microsoft Excel and PowerPoint for Business	-
BPM1705 Understanding How Business Works	-
<b>Sub-total for Common Curriculum</b>	<b>52</b>
<b>Major Requirements</b>	
ACC1701 Accounting for Decision Makers <sup>2</sup>	4
DAO2702 Programming for Business Analytics	4
DAO2703 Operations and Technology Management <sup>2</sup>	4
FIN2704 Finance <sup>2</sup>	4
MKT1705 Principles of Marketing <sup>2</sup>	4
MNO1706 Organisational Behaviour <sup>2</sup>	4
BSP4701 Strategic Management	4
Restricted Major Courses	32
<b>Sub-total for Programme Requirements</b>	<b>60</b>
<b>Unrestricted Electives</b>	
Group A course for Second Major	4
Group B course for Second Major	4
CDE3301 Ideas to Proof-of-Concept (over 2 consecutive semesters)	12
CDE4301 Innovation & Design Capstone <u>or</u> CDE4301A Ideas to Start-up (over 2 consecutive semesters)	12
Other unrestricted electives	16
<b>Sub-total for Unrestricted Electives</b>	<b>48</b>
<b>Total</b>	<b>160</b>

Notes:

<sup>1</sup> Students may read equivalent courses in NUS College (NUSC), University Town College Programme (UTCP), and Ridge View Residential Programme (RVRC).

<sup>2</sup> Any two of these Business courses can be double counted as Group C courses (Innovation & Enterprise electives) for the Second Major.

Recommended semester schedule

Semester 1	Units	Semester 2	Units
ACC1701 Accounting for Decision Makers	4	BSP1703 Managerial Economics	4
BSP1702 Legal Environment of Business	4	DAO1704 Decision Analytics using Spreadsheets	4
MKT1705 Principles of Marketing	4	ES2002 Business Communications for Leaders (BBA)	4
RE1707 Real Estate Society and Enterprise	2	MNO1706 Organisational Behaviour	4
GE1	4	Group A/B course for Second Major	4
GE2	4		
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>20</b>

Semester 3	Units	Semester 4	Units
DAO2703 Operations and Technology Management	4	DAO2702 Programming for Business Analytics	4
FIN2704 Finance	4	MNO2707 Business Ethics	2
GE3	4	Restricted Major Course 1	4
GE4	4	GE5	4
Group A/B course for Second Major	4	CDE3301 Ideas to Proof-of-Concept	6
<b>Sub-total</b>	<b>20</b>	<b>Sub-total</b>	<b>20</b>

Semester 5	Units	Semester 6 – can be used for SEP	Units
CDE3301 Ideas to Proof-of-Concept	6	Restricted Major Course 5	4
Restricted Major Course 2	4	Restricted Major Course 6	4
Restricted Major Course 3	4	Restricted Major Course 7	4
Restricted Major Course 4	4	Restricted Major Course 8	4
GE6	4	UE	4
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>20</b>

Semester 7	Units	Semester 8	Units
CDE4301 Innovation & Design Capstone or CDE4301A Ideas to Start-up	6	CDE4301 Innovation & Design Capstone or CDE4301A Ideas to Start-up	6
FSP4003 Field Service Project	4	FSP4003 Field Service Project	4
UE	4	BSP4701 Strategic Management	4
UE	4	UE	4
<b>Sub-total</b>	<b>18</b>	<b>Sub-total</b>	<b>18</b>

**Recommended semester schedule**  
(for students in year-long NOC programmes)

Semester 1	Units	Semester 2	Units
ACC1701 Accounting for Decision Makers	4	BSP1703 Managerial Economics	4
BSP1702 Legal Environment of Business	4	DAO1704 Decision Analytics using Spreadsheets	4
MKT1705 Principles of Marketing	4	ES2002 Business Communications for Leaders (BBA)	4
RE1707 Real Estate Society and Enterprise	2	MNO1706 Organisational Behaviour	4
GE1	4	Group A/B course for Second Major	4
GE2	4		
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>20</b>

Semester 3	Units	Semester 4	Units
DAO2703 Operations and Technology Management	4	DAO2702 Programming for Business Analytics	4
FIN2704 Finance	4	MNO2707 Business Ethics	2
GE3	4	Restricted Major Course 1	4
GE4	4	GE5	4
Group A/B course for Second Major	4	CDE3301 Ideas to Proof-of-Concept	6
<b>Sub-total</b>	<b>20</b>	<b>Sub-total</b>	<b>20</b>

Semester 5	Units	Semester 6 – NOC	Units
CDE3301 Ideas to Proof-of-Concept	6	NOC	
Restricted Major Course 2	4		
Restricted Major Course 3	4		
Restricted Major Course 4	4		
GE6	4		
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>22</b>

Semester 7 – NOC	Units	Semester 8	Units
NOC		Restricted Major Course 5	4
		Restricted Major Course 6	4
		Restricted Major Course 7	4
		Restricted Major Course 8 *	4
		BSP4701 Strategic Management	4
<b>Sub-total</b>	<b>20</b>	<b>Sub-total</b>	<b>20</b>

A year-long NOC programme comprises the following courses:

- ETP3206L Innovation & Enterprise Internship (16 units) – replaces CDE4301A (12 units) and UE (4 units)
- ETP3202L Innovation & Enterprise Case Study & Analysis (8 units) – replaces FSP4003 (8 units)
- ETP3203L Innovation & Enterprise Internship Practicum (8 units) – counted as UE (8 units)
- ETP2271 Discovering Resilience and Purpose (2 units) – counted as UE (2 units)
- Entrepreneurship courses (4 or 8 units) – counted as UE (4 or 8 units)

\* BSN3702 New Venture Creation in the Innovation and Entrepreneurship major may be fulfilled by selected NOC programmes.

**Recommended semester schedule**  
(for students in one-semester NOC programmes)

Semester 1	Units	Semester 2	Units
ACC1701 Accounting for Decision Makers	4	BSP1703 Managerial Economics	4
BSP1702 Legal Environment of Business	4	DAO1704 Decision Analytics using Spreadsheets	4
MKT1705 Principles of Marketing	4	ES2002 Business Communications for Leaders (BBA)	4
RE1707 Real Estate Society and Enterprise	2	MNO1706 Organisational Behaviour	4
GE1	4	Group A/B course for Second Major	4
GE2	4		
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>20</b>

Semester 3	Units	Semester 4	Units
DAO2703 Operations and Technology Management	4	DAO2702 Programming for Business Analytics	4
FIN2704 Finance	4	MNO2707 Business Ethics	2
GE3	4	Restricted Major Course 1	4
GE4	4	GE5	4
Group A/B course for Second Major	4	CDE3301 Ideas to Proof-of-Concept	6
<b>Sub-total</b>	<b>20</b>	<b>Sub-total</b>	<b>20</b>

Semester 5	Units	Semester 6 – NOC	Units
CDE3301 Ideas to Proof-of-Concept	6	NOC	
Restricted Major Course 2	4		
Restricted Major Course 3	4		
Restricted Major Course 4	4		
GE6	4		
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>22</b>

Semester 7	Units	Semester 8	Units
CDE4301 Innovation & Design Capstone or CDE4301A Ideas to Start-up	6	CDE4301 Innovation & Design Capstone or CDE4301A Ideas to Start-up	6
FSP4003 Field Service Project	4	FSP4003 Field Service Project	4
Restricted Major Course 5	4	Restricted Major Course 8 *	4
Restricted Major Course 6	4	BSP4701 Strategic Management	4
Restricted Major Course 7	4		
<b>Sub-total</b>	<b>22</b>	<b>Sub-total</b>	<b>18</b>

\* BSN3702 New Venture Creation in the Innovation and Entrepreneurship major may be fulfilled by selected NOC programmes.