

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

Cohort AY2026/2027

Course Requirements	Units
Common Curriculum	
GE1: Data Literacy	4
GE2: Digital Literacy ¹	4
GE3: Communities and Engagement ²	4
GE4: Critique and Expression ²	4
GE5: Cultures and Connections ²	4
GE6: Singapore Studies ²	4
BSP1702 Legal Environment of Business	4
BSP1703 Managerial Economics ³	4
ES2002 Business Communication for Leaders (BBA)	4
RE1708 Real Estate, Society and Enterprise	4
MNO2708 Business Ethics and Society	4
FSP4003 Field Service Project (over 2 consecutive semesters)	8
Sub-total for Common Curriculum ⁴	52
Major Requirements	
ACC1701 Accounting for Decision Makers ³	4
DAO2702 Programming for Business Analytics	4
DAO2703 Operations and Technology Management ³	4
FIN2704 Finance ³	4
MKT1705 Principles of Marketing ³	4
MNO1706 Organisational Behaviour ³	4
BSP4701 Strategic Management	4
Restricted Major Courses	32
Sub-total for Programme Requirements	60
Unrestricted Electives	
CDE3301 Ideas to Proof-of-Concept (over 2 consecutive semesters) ⁵	12
CDE4301 Innovation & Design Capstone <u>or</u> CDE4301A Ideas to Start-up (over 2 consecutive semesters)	12
Electives for Second Major (from List I) ^{3, 5}	8
Other unrestricted electives	16
Sub-total for Unrestricted Electives	48
Total	160

Notes:

- ¹ Students must fulfil the Digital Literacy pillar by completing DAO1704 Decision Analytics using Spreadsheets. They must still complete DAO1704 even if they have read other courses that could be used to fulfil this pillar.
- ² Students may read equivalent courses in NUS College (NUSC), University Town College Programme (UTCP), and Ridge View Residential Programme (RVRC).
- ³ Any two of these Business courses can be double counted as electives for the Second Major. The remaining electives for the Second Major must be selected from List I.
- ⁴ Students also need to complete the Work Experience Milestone and Global Experience Milestone.
- ⁵ Students should clear at least one elective course from List I prior to CDE3301.

Sample study plan

(for students who are not going for NOC)

Semester 1	Units	Semester 2	Units
BSP1703 Managerial Economics	4	ACC1701 Accounting for Decision Makers	4
DAO1704 Decision Analytics using Spreadsheets (fulfils GE2)	4	BSP1702 Legal Environment of Business	4
MNO1706 Organisational Behaviour	4	MKT1705 Principles of Marketing	4
ES2002 Business Communications for Leaders (BBA)	4	RE1708 Real Estate, Society and Enterprise	4
GE1	4	Elective 1 for Second Major (from List I)	4
Sub-total	20	Sub-total	20

Semester 3	Units	Semester 4	Units
DAO2702 Programming for Business Analytics	4	DAO2703 Operations and Technology Management	4
MNO2708 Business Ethics and Society	4	FIN2704 Finance	4
GE3	4	Restricted Major Course 1	4
GE4	4	GE5	4
Elective 2 for Second Major (from List I)	4	CDE3301 Ideas to Proof-of-Concept	6
Sub-total	20	Sub-total	22

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
Sub-total	22	Sub-total	20

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
BSP4701 Strategic Management	4	UE	4
UE	4	UE	4
Sub-total	18	Sub-total	18

Sample study plan

(for students in year-long NOC programmes)

Semester 1	Units	Semester 2	Units
BSP1703 Managerial Economics	4	ACC1701 Accounting for Decision Makers	4
DAO1704 Decision Analytics using Spreadsheets (fulfils GE2)	4	BSP1702 Legal Environment of Business	4
MNO1706 Organisational Behaviour	4	MKT1705 Principles of Marketing	4
ES2002 Business Communications for Leaders (BBA)	4	RE1708 Real Estate, Society and Enterprise	4
GE1	4	Elective 1 for Second Major (from List I)	4
Sub-total	20	Sub-total	20

Semester 3	Units	Semester 4	Units
DAO2702 Programming for Business Analytics	4	DAO2703 Operations and Technology Management	4
MNO2708 Business Ethics and Society	4	FIN2704 Finance	4
GE3	4	Restricted Major Course 1	4
GE4	4	GE5	4
Elective 2 for Second Major (from List I)	4	CDE3301 Ideas to Proof-of-Concept	6
Sub-total	20	Sub-total	22

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		
Sub-total	22	Sub-total	20

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

A year-long NOC programme comprises the following courses (up to 40 units):

- 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)
- Entrepreneurship courses (up to 8 units) – counted as UE *

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

Sample study plan

(for students in one-semester NOC programmes)

Semester 1	Units	Semester 2	Units
BSP1703 Managerial Economics	4	ACC1701 Accounting for Decision Makers	4
DAO1704 Decision Analytics using Spreadsheets (fulfils GE2)	4	BSP1702 Legal Environment of Business	4
MNO1706 Organisational Behaviour	4	MKT1705 Principles of Marketing	4
ES2002 Business Communications for Leaders (BBA)	4	RE1708 Real Estate, Society and Enterprise	4
GE1	4	Elective 1 for Second Major (from List I)	4
Sub-total	20	Sub-total	20

Semester 3	Units	Semester 4	Units
DAO2702 Programming for Business Analytics	4	DAO2703 Operations and Technology Management	4
MNO2708 Business Ethics and Society	4	FIN2704 Finance	4
GE3	4	Restricted Major Course 1	4
GE4	4	GE5	4
Elective 2 for Second Major (from List I)	4	CDE3301 Ideas to Proof-of-Concept	6
Sub-total	20	Sub-total	22

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		
Sub-total	22	Sub-total	20

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
BSP4701 Strategic Management	4	Restricted Major Course 7	4
Restricted Major Course 5	4	Restricted Major Course 8 *	4
Restricted Major Course 6	4		
Sub-total	22	Sub-total	18

A one-semester NOC programme comprises the following courses (up to 20 units):

- ETP3201S Innovation & Enterprise Internship (12 units) – counted as UE
- ETP3204S Innovation & Enterprise Internship Practicum (Short) (4 units) – counted as UE
- Entrepreneurship course (4 units) – counted as UE *

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