NUS launches new business analysis degree

TO BOOST the pool of business analysts, the National University of Singapore (NUS) will be offering a new degree starting in August.

The multidisciplinary Business Analytics programme will be based in the School of Computing.

However, undergraduates will also have to take non-computing modules.

These could include economics and marketing modules, said NUS in a press release yesterday.

The degree will prepare students for jobs such as research analysts and marketing analysts, “roles which are highly sought after in the industry now”, an NUS spokesman said.

A total of 40 students will make up the first cohort, which will be increased to about 80 by 2016.

Students will learn how “to organise, make sense of, and derive critical insights from large amounts of business data” during the duration of their four-year direct honours programme.

Professor Tan Eng Chye, NUS deputy president (academic affairs) and provost, said that technology has allowed large amounts of data to be collected, and companies need business analysts to “become more effective in generating business insights and intelligence for optimal decision-making”.

Applications for the course are now open.

For more information, visit:
http://www.comp.nus.edu.sg/is/ug-bsc-ba.html

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