NUS
National University
of Singapore

MASTER OF SCIENCE IN
BUSINESS ANALYTICS

Shaping Data-Savvy Leaders for the AI Economy

Interdisciplinary Curriculum

Access to an interdisciplinary curriculum designed by NUS Business School and NUS Computing

Strong Industrial Partnerships

Collaborate with more than 100 organisations across different industries

Diverse Community

Connect with a global network of over 1,000 students and alumni across 33 countries and regions

NUS Business Analytics Centre
SUPPORTED BY NUS BUSINESS SCHOOL & NUS COMPUTING

NUS

1st In **Asia**
QS World University Rankings
2019-2025

8th In the **World**
QS World University Rankings
2025

NUS MASTER OF SCIENCE IN BUSINESS ANALYTICS

1st In **Asia**
QS Business Master's Ranking: Business Analytics 2021- 2025
One of the pioneering multidisciplinary programmes in Business Analytics

Top 10 In the **World**
QS Business Master's Ranking: Business Analytics
2024

NUS BUSINESS SCHOOL

1st In **Asia**
QS World University Rankings by Subject 2025
Business & Management Studies

NUS COMPUTING

1st In **Asia**
QS World University Rankings by Subject 2025
Computer Science & Information Systems

NATIONAL UNIVERSITY OF SINGAPORE

National University of Singapore (NUS) is one of the world's leading universities, with over 40,000 students across three campuses. By offering a distinctively Asian yet global experience, NUS gives its students the opportunity not only to excel academically, but also to grow socially. NUS is recognised for its breadth of academic programmes, experiential learning, entrepreneurship education and impactful research. As we continue to grow from strength to strength, we take pride in nurturing our students and equipping them with the necessary skills to be the leaders of tomorrow.

NUS BUSINESS SCHOOL

The NUS Business School is known for providing management thought leadership from an Asian perspective, enabling its students and corporate partners to leverage global knowledge and Asian insights.

The school has consistently ranked first in Asia by independent publications and agencies, such as The Financial Times and Quacquarelli Symonds, in recognition of the quality of its programmes, faculty research and graduates.

The school is accredited by AACSB International (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System), endorsements that the school has met the highest standards for business education.

NUS COMPUTING

The NUS School of Computing is the most established computing school in Singapore and offers outstanding undergraduate and graduate degree programmes in Computer Science, Artificial Intelligence, Business Artificial Intelligence Systems, Business Analytics, Computer Engineering, Information Security and Digital FinTech.

The exceptional education students experience here, coupled with the demand for computing talent in all fields and industries, make NUS Computing graduates highly sought-after. The school instils students with leadership qualities and a spirit of entrepreneurship through mentorship, community service initiatives and special programmes.

ABOUT NUS MSBA

The NUS Master of Science in Business Analytics (MSBA) programme is offered by the NUS Business Analytics Centre (BAC), and jointly supported in equal partnership by NUS Business School and NUS Computing.

Taught by award-winning academics from both Schools, the NUS MSBA is offered both full-time and part-time. This programme is designed to facilitate experiential learning through a balance of intellectual academic rigour and hands-on applications. The unique feature and highlight of the programme is theCapstone Course which spans across 14 months and consists of capstone lectures, industrial analytics seminars, business analytics innovation challenge and capstone project.

The NUS MSBA boasts a strong network of industry partners that our students can interact with and learn from, to enhance their career prospects and competencies in the field. Upon completion of the programme, NUS MSBA graduates will be well-equipped with skills such as machine learning and able to use relevant data-driven techniques and tools to understand and resolve complex business analytics problems, a skill highly sought-after in different industries such as finance, retail, information technology, supply chain, and healthcare, both locally and internationally.

NUS BUSINESS ANALYTICS CENTRE (BAC)

In 2013, NUS BAC was established in collaboration with IBM to develop a talent pool of business analytics professionals to meet the needs of companies looking to improve their businesses through the use of analytics. In a 5-year collaboration that ensued, NUS offered academic expertise to design, craft and conduct the MSBA programme while IBM contributed industrial knowledge.

Global interest in the field of analytics has since grown tremendously, with companies across various industries actively seeking for talent who excel in the analytics field. To date, close to 1000 industrial analytics projects were completed by NUS MSBA students, with the school forming valuable partnerships with more than 100 organisations.

BAC DIRECTORS

James Pang Yan
Professor
NUS Business School
Co-Director

Khoo Siau Cheng
Associate Professor
NUS Computing
Co-Director

Quek Khor Ping
Visiting Senior Fellow
NUS Business School
Deputy Director

Jin Chen
Associate Professor
NUS Computing
Deputy Director

BAC ADVISORY BOARD

Mr Ian Wilson
Advisor and Mentor
Singapore Tourism Board
Head of Hospitality
The Line, NEOM, Saudi Arabia
Chairman

Mr Abraham Thomas
Managing Partner
IBM Consulting,
ASEAN

Dean Andrew K. Rose
Distinguished Professor
and Dean
NUS Business School

Mr Jeremy Ong
Chief Executive Officer
NTUC LearningHub

Mr Joe Chiu
Vice President
Changi Airport Group
Digital & Data
Management Systems

Mr Manik Narayan Saha
Managing Director
SAP Labs Singapore & Vietnam

Dr Matthew Wang
Group President
Cybernaut Investment

Mr Sameer Gupta
Chief Analytics Officer
DBS

Mr Shah Bhavesh
Vice President
Finance Ostomy,
Commercial Lead Critical
Care (NA and Europe) and
Global Pricing COE
Convatec Group

Dean Tulika Mitra
Provost Chair Professor
and Dean
NUS Computing

CURRICULUM

Students must complete a total of 44 units, which consists of 8 courses (5 essential and 3 electives) and 1 capstone course. The NUS MSBA capstone course will be a 14-month long course in the form of capstone lectures, industry analytics seminars, company visits, industry innovation challenge and a 3 – 6 month full-time capstone project.

44 UNITS

5 ESSENTIAL COURSES

- Advanced Analytics and Machine Learning
- Analytics in Managerial Economics
- Data Management and Warehousing
- Foundations of Business Analytics
- Operations Research & Analytics

20 units | 4 units per course

3 VERTICAL SECTOR COURSES[1]

Big Data Analytics Techniques
- Big Data Analytics Technology
- Cloud Computing
- Neural Networks and Deep Learning

Consumer Data Analytics
- Hands-on with Business Analytics (Consumer)
- Introduction to Network Science & Analytics

Healthcare Analytics
- Economic Methods in Healthcare Technology Assessment
- Analytics for Better Health
- Information Technology in Healthcare

Financial & Risk Analytics
- Data Analytics in Banking
- Introduction to Network Science & Analytics
- Quantitative Risk Management

Statistical Modelling
- Applied Regression Analysis
- Survival Analysis
- Deep Learning in Data Analytics

12 units | typically 4 units per course

CAPSTONE COURSE[2]

The Capstone Course spans across 13 months and includes:
- Capstone Lectures
- Industry Innovation Challenge
- Industry Analytics Seminars & Company Visits
- Business Analytics Capstone Project

12 units

[1]Students can select 3 courses from maximum 2 vertical sectors. The list is not exhaustive and is subject to change.
[2]Part-time students are recommended to do their capstone projects with the companies they are working for. The Capstone course for part-time students spans across the duration of their study but at half a load per semester as compared to the full-time students.

ACADEMIC TIMELINE

Jul   Aug   Dec   Jan   May   Aug   Sep   Dec   Jan   May   Sep

Full-Time

Boot Camp (2 Weeks)	Semester 1 & Capstone Classes	Break	Semester 2 & Capstone Classes	Full-time Capstone Project

Part-Time

Boot Camp (2 Weeks)	Semester 1 & Capstone Classes	Break	Semester 2 & Capstone Classes	Vacation	Semester 1 & Capstone Classes	Break	Semester 2 & Capstone Classes	Full-time Capstone Project

STUDENT PROFILE

69% Full-time   **31%** Part-time

48% Female   **52%** Male

YEARS OF WORKING EXPERIENCE

5 Years and above	Less Than 5 Years	Fresh Graduates
49%	31%	20%

AGE RANGE

Less than 25	25 to 29	30 to 34	35 to 39	40 to 44	More than 45
31%	34%	22%	9%	2%	2%

EDUCATIONAL BACKGROUND (TOP 5)

32% Engineering

15% Finance

14% Computing

11% Economics

10% Business Management

INDUSTRY BACKGROUND (TOP 5)

43% Science & Technology

28% Financial Services

16% Public Service

7% Construction & Manufacturing

6% Business

ALUMNI TESTIMONIALS

"I actually feel that at the end of the day, we are not just developing tech people here. We are actually training the next generation of change makers, leaders and problem solvers. I think that is the real value of the NUS MSBA. It is not just about being technical, it is actually taking the tech, the business side, the people side, melding them together right and coming up with a great solution. I think that's what's unique about this programme."

Gino Martelli Tiu
Vice President (Data Analytics & Enablement), Temasek
NUS MSBA Intake AY2021/2022

"The NUS MSBA was a turning point in my career. It gave me the tools and confidence to connect data, business, and storytelling — skills I now use every day at Apple to drive product impact. The programme's multidisciplinary approach and diverse cohort prepared me to thrive in a fast-paced, global environment."

Sol Kim
AIML Product Engineering, Apple
NUS MSBA Intake AY2020/2021

"The greatest takeaway from NUS MSBA for me is that while it is very easy for anyone to implement Machine Learning with off the shelf packages and tools these days, real expertise only comes from a sound understanding of the science behind these models. I have to thank my professors and the programme for helping me to gain this understanding and also instilling the curiosity and self-drive to continuously update my knowledge. This has armed me with the confidence to lead my present team in new projects."

Debosmita Chaudhuri
Vice President, Prime Services Client Analytics Strats, Goldman Sachs, London
MSBA Intake 2017/2018

OUR GRADUATES IN THE INDUSTRY

NUS MSBA graduates are highly sought after across a wide range of industries, taking on impactful roles across the world that blend business acumen with technical expertise. Here is a non-exhaustive list of the types of roles (business, technical or hybrid) and sectors our alumni thrive in:

Roles
- AI Project Manager
- AI Researcher
- Analytics & AI Consultant
- Assistant Director (Analytics/AI)
- Business Intelligence Manager
- Chief Information Officer (CIO)
- Data Scientist / Machine Learning Engineer
- Digital Transformation Lead
- Entrepreneur/Start-up Owner
- Lecturer/Professor
- Product Manager/Owner (Analytics/AI)
- Strategy & Transformation Manager
- Vice President, Analytics & AI
  ...and more

Industries
- Consulting & Professional Services
- E-commerce & Retail
- Energy & Utilities
- Finance & Banking
- Government & Public Sector
- Healthcare & Life Sciences
- Information & Communications
- Technology
- Logistics & Supply Chain
  ...and more

INDUSTRY PARTNERS

Financial Service and Insurance

- Allianz SE
- Ants Finance
- AXA Insurance Pte. Ltd.
- Bloomberg LP
- BNY Mellon (The Bank of New York Corporation)
- DBS Bank Ltd.
- Great Eastern Holdings Ltd.
- Goldman Sachs & Co. LLC
- HSBC Bank (Singapore) Ltd.
- J.P. Morgan Chase & Co.
- MUFG Financial Group, Inc.
- Morgan Stanley
- Munich Re Group
- OCBC Bank
- NTUC Income
- PayPal Pte. Ltd.
- Standard Chartered Bank
- Swiss Re
- The Blackstone Group L.P.
- UOB (United Overseas Bank Ltd.)

Consulting Service

- Accenture LLP
- BCG (Boston Consulting Group)
- Deloitte
- Ernst & Young
- KPMG Services Pte. Ltd.
- McKinsey & Company
- Sia Partners
- Stradegi Consulting

Local Government Agencies

- DSTA (Defence Science and Technology Agency)
- DSO (Defence Science Organization)
- Enterprise Singapore
- GIC (Government of Singapore Investment Corporation)
- GovTech
- IRAS (Inland Revenue Authority of Singapore)
- Ministry of Defence
- Ministry of Education
- Ministry of Finance
- Ministry of Health
- Ministry of Manpower
- Ministry of Trade and Industry
- Prime Minister's Office
- PUB (Public Utilities Board)
- Singapore Prison Service

Others

- AccorHotels
- Ascendas
- CFLD (China Fortune Land Development Co., Ltd.)
- ExxonMobil
- GRTgaz
- Marina Bay Sands Pte. Ltd.
- NUS (National University of Singapore)
- PacificLight power
- SUTD (Singapore University of Technology and Design)
- SMU (Singapore Management University)
- Shell
- Singapore Tourism Board
- Singapore Airline
- Soochow University
- Zhejiang Development and Planning Institute

Tech and Information Technology

- Ali Cloud
- AWS
- Apple Inc.
- Baidu, Inc.
- ByteDance
- Dassault Systèmes
- Dell Technologies Inc.
- Facebook, Inc.
- Google LLC
- Grab
- HubSpot, Inc.
- HP
- IBM
- Intel
- Lenovo Inc.
- LinkedIn Corporation
- Logitech International S.A.
- Microsoft Corporation
- Oracle
- Palantir Technologies
- Qualcomm
- SAP
- SAS Institute Inc.
- SenseTime
- Tencent
- Twitter
- ViSenze Pte. Ltd.
- Y3 Technologies Pte. Ltd.

Healthcare

- Baxter International Inc.
- Synapxe Pte. Ltd. (formerly known as IHiS)
- Johnson & Johnson Pte. Ltd.
- JurongHealth
- MOH Holdings Pte. Ltd.
- MSD
- SingHealth
- Veeva
- Zuellig Pharma

Logistics & Manufacturing

- BASF SE
- Changi Airport Group
- Caterpillar
- DHL
- FedEX
- Infineon
- Henkel
- LAM Research
- Micron Technology
- Philips
- PSA Corporation Ltd.
- SMRT Corporation Ltd.
- SSMC (Systems on Silicon Manufacturing)
- Tetra Pak, Inc.
- UPS

Retail and Ecommerce

- Alibaba Group Holding Ltd.
- Amazon.com, Inc.
- Chalhoub Group
- Lazada Group
- P&G (Procter & Gamble)
- Shopee
- Unilever Singapore Pte. Ltd.
- Zalora Group

Ian Wilson
Advisor and Mentor
Singapore Tourism Board
Head of Hospitality
The Line, NEOM, Saudi Arabia

The half-life of your knowledge is extremely short, so I would encourage every student to continue learning. As you go into the workforce, I would encourage you to not think of yourselves as data scientists or analytics experts. Rather, position your mindset to be problem solvers, inspiration providers, solution providers, or data evangelists.

Sameer Gupta
Managing Director
Chief Analytics Officer, DBS Bank

The NUS MSBA students come with a fresh perspective in new techniques that they have picked up in school and all of that helped my data science team to grow and learn to do things differently. Each student was assigned with a real-life problem that we are solving on, and the range of real life problems is quite broad. In all our use cases, we have seen MSBA students add value to what we are enhancing.

Yoke Fun Chiang
Senior Vice President
Digital Systems ST Engineering

AI is proliferating globally at an accelerated speed and NUS MBSA, who pioneered the AI program for graduate students, has strategically curated the program where learnings transform the industries and vice versa. The impact with capstone projects tied closely with multi-industries companies across the region enhanced the learnings and showcased how AI is transforming the world. Great program led by passionate staffs in partnership with industry companies solving real world problem.

Abraham Thomas
ASEAN Managing Partner
IBM Consulting

I would recommend both undergraduates and graduates to consider analytics as an area to further their pursuits. There is unlimited demand and potential in this field. If you have relevant experience and background in business analytics, and also the necessary capabilities, you will get an audience with almost any organisation in the marketplace today.

THE NUS MASTER OF SCIENCE BUSINESS ANALYTICS

Shaping Data-Savvy Leaders for the AI Economy

ADMISSION CRITERIA

- A good Bachelor's degree with a good honours classification, preferably from Business, Computing, Economics, Engineering, Mathematics, Science or Statistics; or at least 2 years' relevant work experience

- GRE/GMAT (Highly Recommended)

- Strong Mathematics foundation

- Good aptitude for programming

TUITION FEES & SCHOLARSHIPS

- Please refer to our website for details on fees and payment schedule

- Limited scholarships/study awards available

APPLICATION PERIOD

To apply, please submit an application via **https://msba.nus.edu.sg/apply-now** or scan the QR code.

APPLY NOW

Refer to **http://msba.nus.edu.sg** for the latest application period

There is only one intake in August each year for the Master of Science in Business Analytics programme. Interested applicants must apply online at **msba.nus.edu.sg/apply-now**

For the list of documents and application checklist, please go to **msba.nus.edu.sg/programme/admission-application**

NUS MSBA LinkedIn

msba.nus.edu.sg

msba@nus.edu.sg

@nusmsba

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