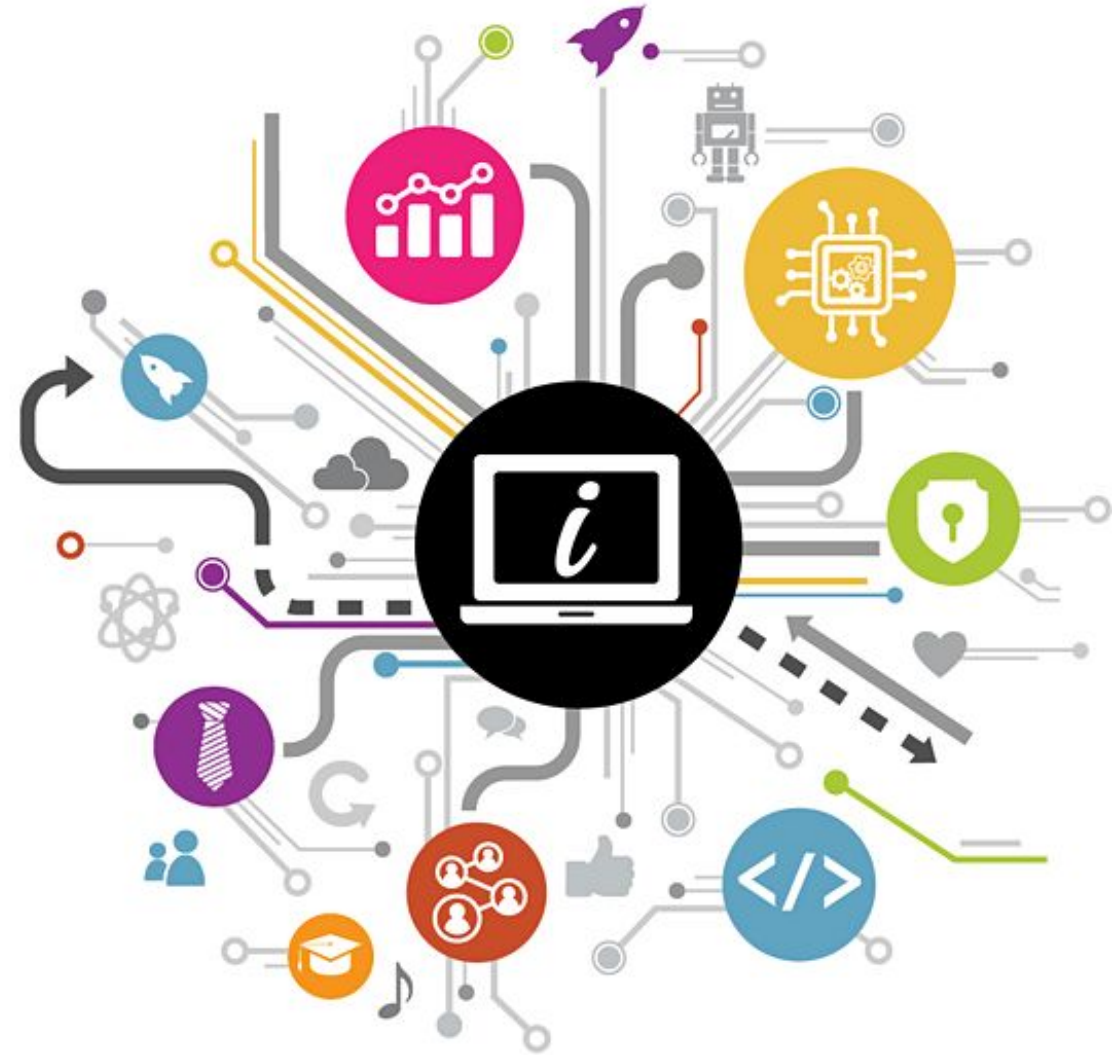


NUS Computing Academic Day 2023

Lim Fang Ding

Year 4

DDP Business Analytics & Economics



About Me

Lim Fang Ding

Year 4, Cohort of 2019

Double Degree Programme Undergraduate

- Business Analytics
- Economics





BZA + Econs

What is it, and what to expect?



Student Experiences

Where do you start?



Student Life

What is life like at NUS?



BZA + Econs

What is it, and what to expect?

What is a DDP?

A Double Degree Programme (DDP) allows students to graduate with two different degrees in two disciplines within a single undergraduate course of study.

Bachelor of Science (Business Analytics)

- School of Computing

Bachelor of Social Sciences in Economics

- FASS/College of Humanities and Sciences



The screenshot displays the NUS Computing website. The header includes the NUS logo, 'NUS Computing', and a '25th Anniversary' badge. Navigation links for 'Current UG', 'MySoC', 'Email', 'Student', 'Staff', and 'Alumni' are present. A search bar and a menu with links like 'About', 'Programmes', 'Student Life', 'Research', 'Entrepreneurship', 'Industry', and 'Giving' are also visible. The main content area shows the breadcrumb trail: 'Current Cohorts / Degree Requirements per Cohort / DDP BA Econs Cohorts / Programme Structure'. The title 'Double Degree Programmes in Business Analytics and Economics' is prominently displayed. To the right, a 'Programme Structure' sidebar lists cohorts: 'DDP BA Econs Cohort 2022/2023', 'DDP BA Econs Cohort 2021/2022', 'DDP BA Econs Cohort 2020/2021', and 'DDP BA Econs Cohort 2019/2020'. The 'Overview of Programme' section explains that business analytics studies data application for performance improvement, while economics focuses on agent behavior and interactions. It notes that combining both disciplines provides a broader ability to add value in business settings. The DDP programme enables students to attain, by the time of graduation:

- Strong knowledge of data analytics, computing and economics foundations and fundamentals, including (a) familiarity with data analytics and programming principles, (b) high and broad understanding of the application of analytics in various industrial domains, and (c) in-depth understanding of economics policies and levers to fuel the development of Singapore economy.
- An ability to function effectively in teams to accomplish a common goal.
- An understanding of professional, ethical, legal, security, social issues and responsibilities of analytics and economics professionals.
- An ability to analyse the local and global impact of data analytics on individuals, organisations, society and global economic ecosystem.
- Recognition of the need for and an ability to engage in continuous professional development.

Business Analytics & Economics

NUS Business Analytics

- Analytical methods and the effective use of technology
- To solve real-world business problems

NUS Economics

- Economic theory and analysis of markets
- Study of behavior of economics agents

**Focus on
Business**

**Focus on
Society**

Business Analytics & Economics

What you will gain from the programme

- Data analytics, methods, and principles
- Application of analytics in various industrial domains
- Understanding of economic policies and Singapore's economy

What does this mean?

- Data Literacy
 - Know how to use data
 - The impact of data
 - And why it is important



More Information

DDP in Business Analytics and Economics website:

<https://www.comp.nus.edu.sg/cugresource/per-cohort/ddp-ba-econs/ddp-ba-econs-structure/>

BSc in Business Analytics (Hons.) and B.Soc.Sci (Economics) (Hons.)	Thesis Option	Internship Option
	MCs	MCs
General Education and CHS-SoC Common Curriculum ^{a,b}	44	44
Please refer to Table A.	44	44
Business Analytics Requirements	56	56
Core Modules	36	36
Elective Modules	20	20
Economics Requirements	40	52
Core Modules	24	24
Elective Modules (at least at EC3000 level)	8	8
Honours Modules	8	20
Common Modules	20	20
BT1101 (satisfying Data Literacy Pillar) ^a	4	4
CS1010S (satisfying Digital Literacy Pillar) ^a	4	4
FAS1101 Writing Academically or IS2101 Business and Technical Communications ^b	4	4
MA1521 Calculus with Applications or MA2002 Calculus	4	4
ST2334 Probability and Statistics	4	4
Thesis/Industry Internship ²	12	12
Total	172	184



Student Experiences

Where do you start?

What's it like studying at NUS Computing?

Student Experiences

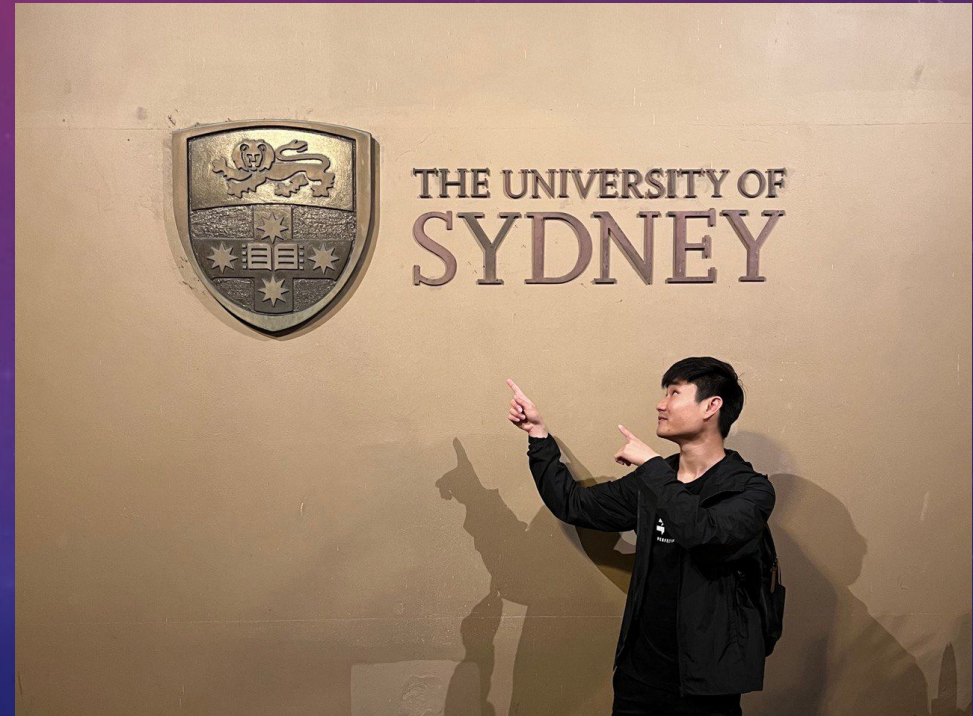
- Student Exchange Programme (SEP)
 - <https://www.comp.nus.edu.sg/programmes/ug/beyond/sep/>
- Industry Internship Programme (IIP)
 - <https://www.comp.nus.edu.sg/industry/intern/student/iip/>
- Teaching Assistant (TA)
- Research Assistant (RA)

Student Exchange Programme (SEP)

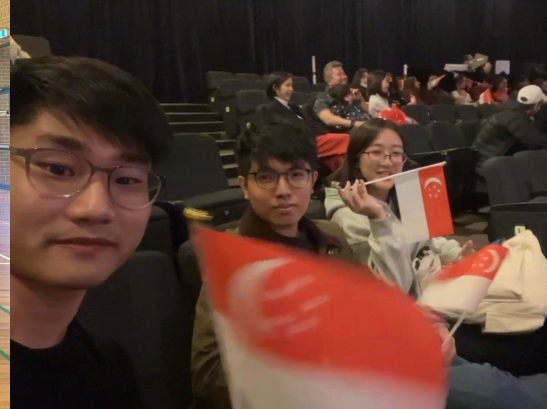
NUS SEP provides students with the opportunity to study in an overseas partner university (usually for one semester).

My SEP Experience:

- The University of Sydney (USYD)
- July 2022 - December 2022



Student Exchange Programme (SEP)



Industry Internship Programme (IIP)

- 6 months full-time internship
- Either between January-June or May-November
- Teams of 2 (Pairs)

My IIP Experience:

- Merck Sharp & Dohme (MSD) Singapore
- IT Advanced Manufacturing Department
- May 2021 - December 2021



Other Student Experiences

Teaching Assistant (TA)

- TA for BT4211 Data-Driven Marketing
- School of Computing, Department of Information Systems & Analytics

Research Assistant (RA)

- RA for NUS Department of Economics
- Currently involved in labour market study





Student Life

What is life like at NUS?

Student Life at NUS

	2019	2020		2021		2022		2023	
	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1
NUS Shooting	Captain		Varsity Athlete						
NUSSU	Comm IT								
Computing Club	COM RAG	Sports+Welfare	COM e-FOP						
FASS Club					Arts Camp	Sports	IFG		
Student Ambassador	Computing Student Ambassador					FASS Student Ambassador			

NUS Shooting

- Varsity Athlete
- Captain

NUS Invitational Shoot Organising Committee

- Finance Head
- Publicity Head

Competitions

- NUS Invitational Shoot
- NTU Invitational Shoot
- Singapore Invitational Shoot



NUS Students' Union

- Committee for IT



NUS Students' Computing Club

- Sports Committee
- Welfare Committee



NUS Students' Faculty of Arts & Social Sciences Club

- Sports Committee
- Arts Camp 2022



Computing Student Ambassador

- NUS Open House 2020 - 2023
- Computing Information Session
- School Outreach Sessions
- ... and more!



FASS Student Ambassador

- FASS/CHS Open House
- CHS Orientation
- Masterclasses
- ... and more!



Closing Remarks

How should you spend your last 4 years of school?

This may be the last formal school you attend.

What lifelong skills and mindset do you want to develop?