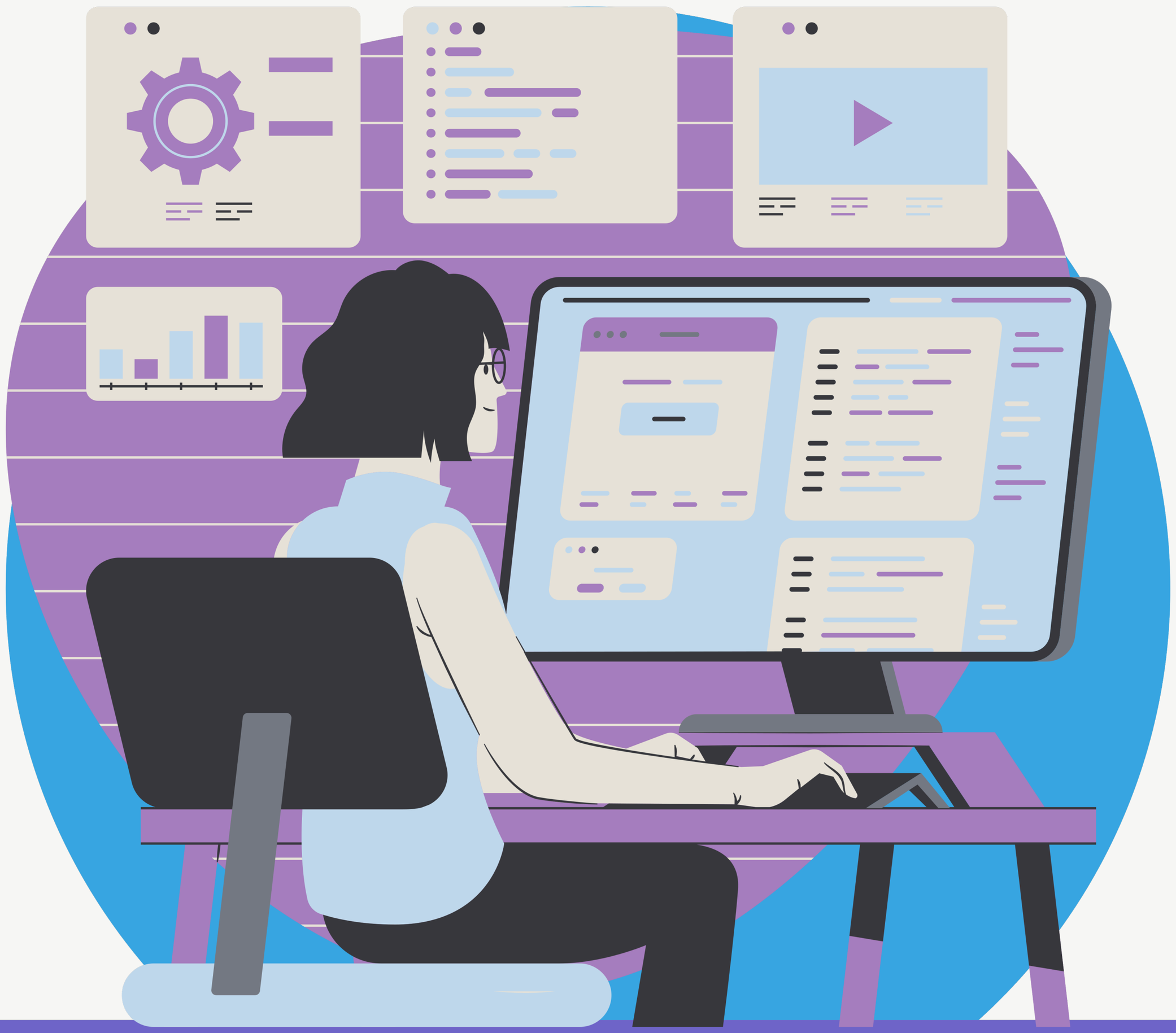
BizCare

NUS BIZCARE PRESENTS

BUSINESS ANALYTICS SPECIALISATION GUIDE



VISIT TINYURL.COM/NUSBIZCARE FOR MORE DETAILS!

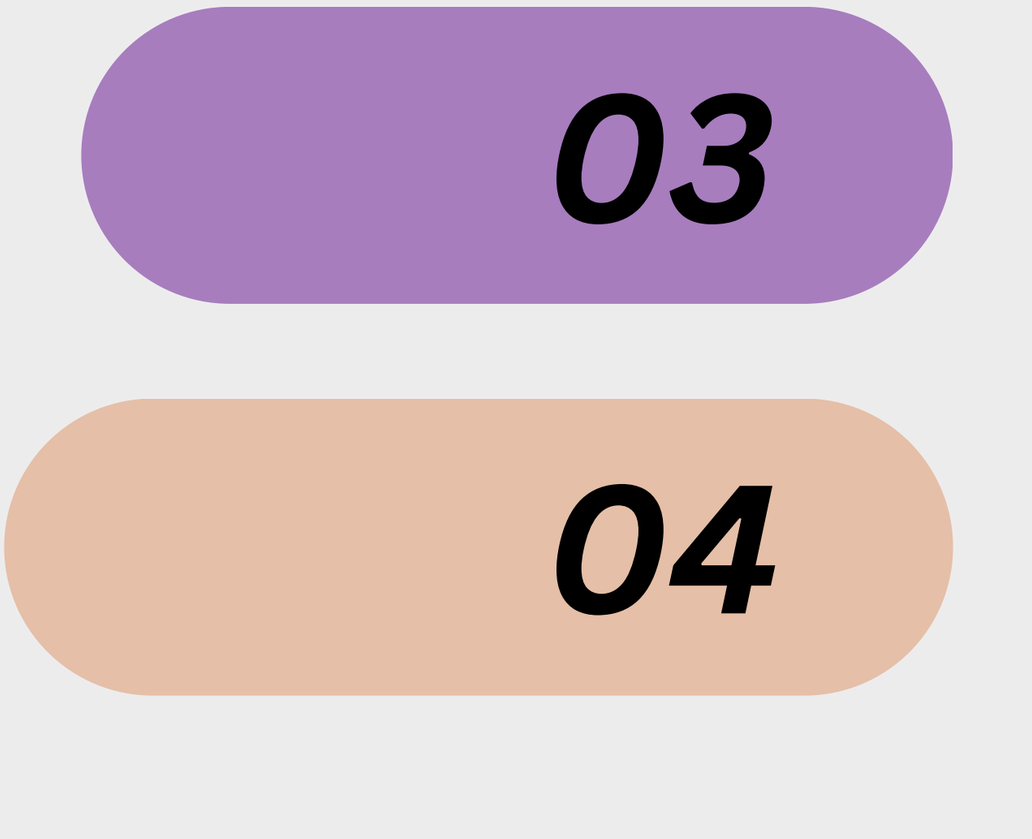
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BA SPECIALISATION

WHAT IT ENTAILS?

Students will gain a higher level of analytics know-how that recruiters often seek for to form decision teams with expertise in collecting and extracting actionable intelligence out of data.

SKILLS REQUIRED

Generally, students are expected to be both technically proficient and professionally persuasive.

HARD SKILLS:

- Data Cleaning & Analytics: Python (DAO2702), R (DBA3702), Predictive Analytics (DBA3803) - R/Python
- Data Management: SQL (IT3010)
- Data Visualisation tools: Power BI/ Tabluea/Qlik
- Excel Sheets: especially pivot tables

SOFT SKILLS:

- Generally analytical
- Strong attention to detail
- Explain data in an understandable manner
- Good interpersonal skills (teamwork)



CCAs

- NUS Analytics & Operations Public Interest Group
- NUS Business Analytics Consulting Team

BA SPECIALISATION

Courses

Compulsory core courses in order to specialise in Business Analytics:

DBA3702: Descriptive Analytics with R
DBA3803: Predictive Analytics in Business
IT3010: Data Management for Business Analytics
MNO2705: Leadership and Decision making under Uncertainty
BSP4701: Strategic Management

Students are then required to choose another 2 more courses to complete the specialisation. **Below are some senior recommendations**:

courses that provide practical context:

DBA4811 Analytical Tools for Consulting: Helps students understand the best way to present their data

DOS4811 Data Visualisation & Actionable Intelligence: Teaches how to present data in charts, important for business presentations and pick out relevant pointers from a problem

DBA4761: Not much about technical skills, but encourages students to hone their idea generation skills. Helps to **distinguish yourself from DSA and BZA students.**

Less technical courses:

DOS3811 Technology and Business Innovation
MKT3811 Marketing Analysis and Decision Making

More technical courses:

BT4212 Search Engine Optimisation and Analytics
BT4222 Mining Web Data for Business Insights



Do check out the link attached to read up on the review for the respective courses!

Course Reviews

BA SPECIALISATION

POPULAR DOUBLE SPECIALISATIONS

BA is good knowledge to have with **any other specialisation,** and thus it is up to **your preference**, and the **type of career** you wish to embark on. Even for Accounting students, seniors noted that many accounting **analytics** recruiters **prefer employees with knowledge.**

Finance, Operations and Marketing are common specialisations to pair it with.

The nature of BA supports all other specialisations (given we live in a data-driven world). It ultimately depends on what other specialisation you're interested in aside from BA.

Beyond BBA specialisations, one should also consider minors/majors from other courses like programming (for banks to show you have technical skills) or economics (to show strong mathematical foundations). In other words, its better to pair with a minor/major that is **more technical.**



WORDS OF ADVICE!

IS BUSINESS ANALYTICS SPEC TIRING?

Based on seniors' experiences, basic courses such as DAO1K and DAO2K, are manageable.

However, the contents of higher level courses can be **quite heavy**. It is good to have a **strong mathematical foundation** and be **comfortable with numbers**.

Hence, undergraduates should take this specialisation only if they are genuinely interested and passionate in it.

Students should still take up **DA2702** and try their best in the module regardless of its difficulty, as it can help with hackathons in the future.

Is a BA spec sufficient to pursue a career in big tech?

Yes. In fact, any other specialisations can assist in big tech as they have many teams.

WORDS OF ADVICE!

Internship opportunities for Y1 and Y2 students

Intern at a **startup first (smaller companies) as it is easier**. When working at smaller company, there are lower barriers to entry, so one can explore more positions to find their fit. You could have a large impact on that company, allowing you to use that impact to get into bigger companies. (Marginal benefit enjoyed by smaller company is LARGER.) Alternatively, talk to professors, as they have contacts/networks (they may look for RAs for you, can write recommendations for you, etc).

Students can also **attend 'tea-sessions'** by companies as publicised through their NUS emails. Going out of your way to talk to people and get their linkedin. Some internships can also come to find you.



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