NUS BIZCARE PRESENTS

INNOVATION & ENTREPRENEURSHIP SPECIALISATION GUIDE



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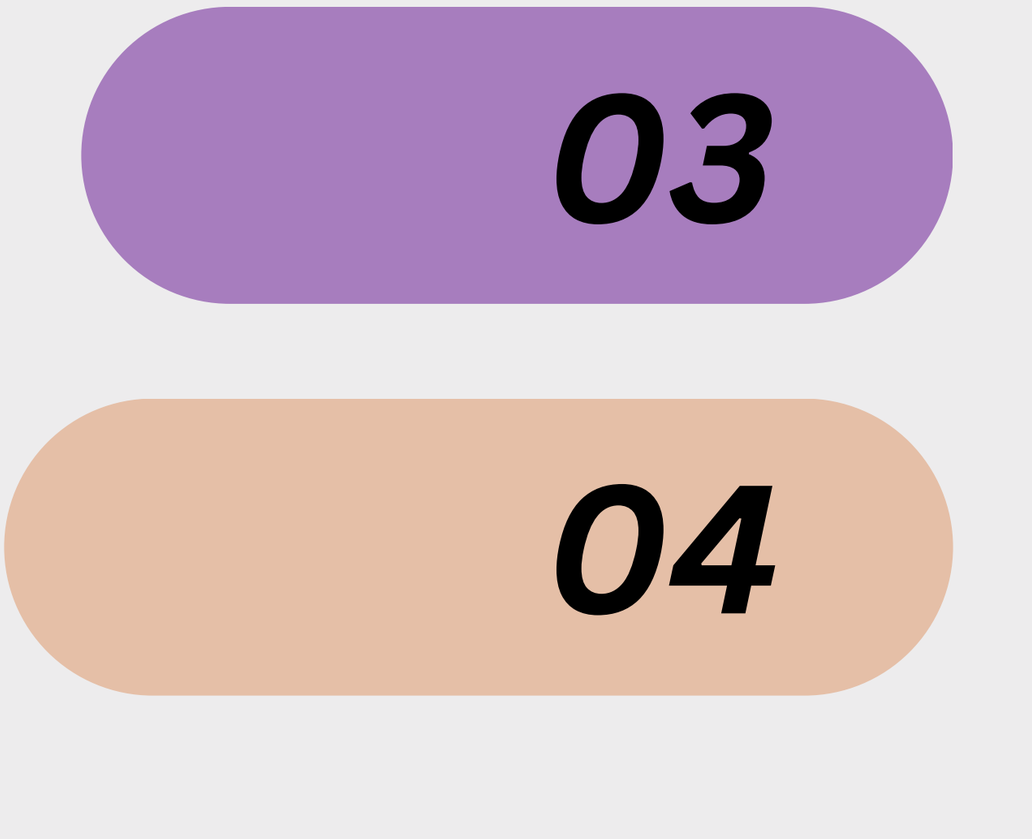
TABLE OF CONTENTS

01 What It Entails

02 Courses

03 Popular Double Specialisations

04 Words of Advice



I&E SPECIALISATION

What It Entails

The Innovation & Entrepreneurship (I&E) specialisation will furnish students with broad theoretic lenses to be change-makers who will be prepared for industries undergoing rapid transformation.

HARD SKILLS:

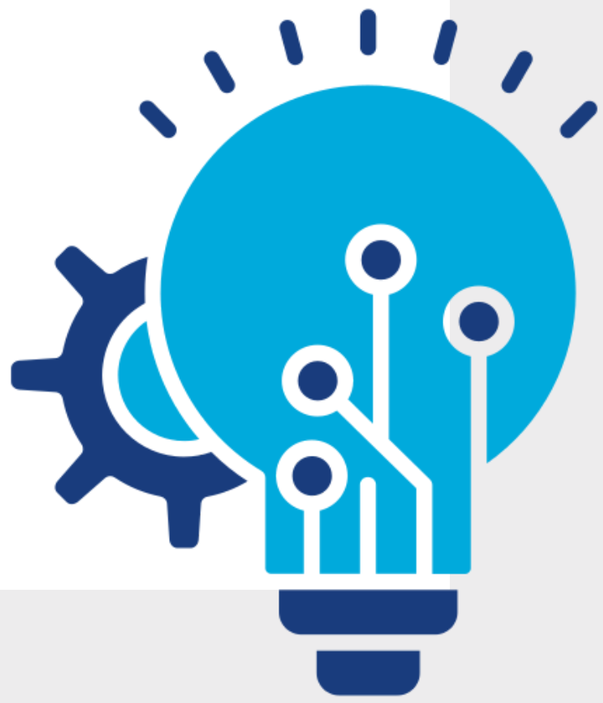
- Financial Literacy (eg. budgeting)
- Research Tools (eg. Qualtrics to analyse primary data)
- Basic Programming (eg. Python)
- Marketing Skills
- Microsoft Office

SOFT SKILLS:

- Open, global mindset and is willing to take risks
- Good communication skills
- Analytical Thinking
- Creative Problem-solving

CCAs

- NUS Bizad Club
- NUS Entrepreneurship Society (NES)
- NUS Social Impact Catalyst
- NUS Management Consulting Club



I&E SPECIALISATION

Courses

Compulsory core courses in order to specialise in I&E:

BSN3701: Technological Innovation
BSN3702/TR3002N: New Venture Creation
MNO2705: Leadership and Decision Making under Uncertainty
BSP4701 (Capstone Course): Strategic Management

Students are then required to choose another 3 more courses to complete the specialisation. **Below are some senior recommendations**:

BSN3703 Entrepreneurial Strategy: An in-depth exploration of strategic frameworks that both successful and unsuccessful entrepreneurs undertake in dynamic and competitive landscapes.

BSN3711 The Entrepreneurship Ecosystem in Singapore & SE Asia: A nuanced view of the structure of the venture capital industry with a special focus on the Singapore market.

BSN4811 (4MCs) / BSN4811A (5MCs) Innovation and Productivity (with Econometrics for BSN4811A): Focus on implications for management and economic policy, and critical appreciation of recent research in the microeconomics of innovation and productivity.



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

Course Reviews

I&E SPECIALISATION

POPULAR MINORS, DOUBLE MAJORS, DOUBLE SPECIALISATIONS

Finance

- Provides practical know-how for protecting a venture's financial future and mitigating risk of cash flow problems
- Useful for students who want to build their transactional management and awareness skills

Marketing

- Relevant digital tools for entrepreneurial and innovative marketing
- Essential to build reputation (start-ups) and stay competitive (existing)

Communications and New Media

- Helpful for aspiring entrepreneurs who wish to launch a global company since it may be challenging to work with foreign suppliers and customers
- Builds confidence in reaching out and building professional relationships with clients to attract buy-ins for projects and innovation ideas



WORDS OF ADVICE!

CAREER PATHWAYS:

- Start your own business. For those looking to develop a new venture, there will be a range of services and support available through the NUS Start-up Runway to lend a hand to incubatee companies.
- Business/Product Developer. Assist Multinational Corporations (MNCs), technology firms, and Small Medium Enterprises (SMEs) to innovate from within. Qualitative and quantitative research projects (innovation/marketing-related) that enhance customer centricity within the organisation.
- Management consulting. Help companies save costs by providing guidance and recommendations.

CHALLENGES AT WORK:

- Market needs are ever-changing. Working on data with accuracy and speed, innovation management across multiple touchpoints, as well as increased competitiveness are pivotal if businesses desire to remain relevant and sustainable on the global stage.

- Faced with limited capabilities like human capital and Research & Development (R&D) investment, starting a business is made more difficult. It can be a challenge to get internal stakeholder buy-in especially on projects that involve new technologies or product offerings not readily apparent in the organisation's structure. As such, it would be good to engage stakeholders early in a project, which helps to secure their buy- in. As teams mature with time and become self-managing, only then will the team performance curve rise.

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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