



THE NUS MSc IN  
**STRATEGIC  
ANALYSIS &  
INNOVATION**

**LEADING FROM ASIA**



# DRIVE STRATEGIC CHANGES THROUGH INNOVATION

The NUS Master of Science in Strategic Analysis and Innovation (MSI) programme is designed to impart recent graduates the various strategy and innovation concepts and frameworks and to offer you new perspectives on how innovation can drive growth in ever-changing business environments.

## 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.



**IN ASIA**  
QS World University  
Rankings 2019 – 2025



**IN ASIA**  
Times Higher Education World  
University Rankings 2023

## NUS BUSINESS SCHOOL

NUS Business School 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.



**IN THE WORLD**  
QS World University  
Rankings 2024  
(Business and  
Management Studies)



**IN THE WORLD**  
Times Higher Education  
World University  
Rankings 2024  
(Business and Economics)



**IN THE WORLD**  
Financial Times Global  
MBA Rankings 2024

## OUR ACADEMIC DIRECTOR



**CAI Daolu**  
PhD, University of Minnesota

Daolu is the Academic Director of the MSc in Strategic Analysis and Innovation Programme. His research interests include macroeconomics and international economics. Prior to joining NUS Business School, he was a faculty member in the Economics Department at the Pennsylvania State University, first as a Visiting Assistant Professor, then an Associate Teaching Professor.







# THE NUS MSc IN STRATEGIC ANALYSIS AND INNOVATION

JUMPSTART PROGRAMME		COURSES		BUSINESS PROJECT		TOTAL
4	+	32	+	8	=	44 Units

The **Master of Science in Strategic Analysis and Innovation** programme is delivered intensively over three semesters that includes a Business Project. You are expected to complete 44 units to graduate.

## PRE-ENTRY COURSE

### JUMPSTART Programme | On Campus (4 Units)

The **JUMPSTART** programme aims to equip students with the necessary soft skills and business tools for management, innovation and strategy development, as well as to raise awareness of current business world issues.

## FIRST SEMESTER

### Aug - Nov | On Campus (20 Units)

The first semester will consist of 6 courses:

- Economic Analysis for Strategic Decisions
- Innovation Strategy
- Executing Strategy for Results
- Strategic Sustainability
- Leveraging Disruptive Technologies
- Global Macroeconomics Playbook

## SECOND SEMESTER

### Jan - Apr | On Campus (12 Units)

Students will take 3 courses in the second semester:

- Strategy for an Interlinked World
- Strategy for High Performance in Digital Firms
- Business Model Innovation in Asia

## SECOND SEMESTER AND SPECIAL TERM

### Jan - Jun (8 Units)

The Business Project is akin to a consulting assignment, and increases the practical relevance of the programme. This allows students to apply concepts and theories in meeting their clients' needs.

\*The curriculum is subject to changes. The University reserves the right to revise the curriculum.



## HEAR VALUABLE INSIGHTS FROM OUR STUDENTS



A significant achievement was my involvement in a collaborative business project with a local company, where we devised strategies to optimise their operations. This real-world application of our academic teachings was not only immensely satisfying but also a testament to the practical and contemporary nature of the curriculum at NUS.

Eserdag Guliz  
Turkey, Class of 2024



Enrolling in the **MSc in Strategic Analysis and Innovation** at **NUS Business School** has profoundly shaped my journey as an aspiring innovator and strategic thinker. The rigorous curriculum, led by esteemed faculty, and the vibrant exchange with a diverse, global student body have equipped me with critical insights and actionable skills to be applied in real-world scenarios.

Muhammad Hilman Zainul  
Indonesia, Class of 2024



# STRATEGISE YOUR FUTURE TODAY

There is only one intake in August each year for the NUS MSc in Strategic Analysis and Innovation programme.

**Interested applicants must apply online at [mscstrategy.nus.edu.sg](https://mscstrategy.nus.edu.sg).**

## Application Deadline:

- Please refer to our website for the application dates

## Key Application Requirements:

- Earned, or expected to earn, a good Bachelor's degree in any discipline
- Good TOEFL / IELTS score (if the medium of instruction of your undergraduate studies was not English)
- Application fee: S\$100

## Please submit the following with your online application:

- Current resume
- Letter of Motivation
- Complete or current undergraduate transcripts and degree scroll
- TOEFL / IELTS scores (if applicable)
- Financial support documents
- GMAT / GRE Scores (recommended)

## Tuition Fees and Financing:

- Please refer to our website for details on fees and payment schedule
- Limited scholarships / study awards available



 MSc Programmes Office  
 Mochtar Riady Building, Level 2  
15 Kent Ridge Drive, Singapore 119245  
 [mscstrategy@nus.edu.sg](mailto:mscstrategy@nus.edu.sg)  
 [mscstrategy.nus.edu.sg](https://mscstrategy.nus.edu.sg)

