NUS National University of Singapore | NUS BUSINESS SCHOOL

LEADING FROM ASIA

THE NUS MSc

# THE NUS MSc IN STRATEGIC ANALYSIS & INNOVATION



**Hetvi Ketanbhai Gandhi**
India, Class of 2025

# MASTERING EAST & WEST

Experience the best of both worlds. Learn from world class faculty — within a vibrant, diverse campus rooted in Asia's cultural richness. Our Western-style pedagogy meets Asian perspectives, preparing you to lead with global insight and cross-cultural agility.

## NATIONAL UNIVERSITY OF SINGAPORE & NUS BUSINESS SCHOOL

The National University of Singapore (NUS) is a university ranked 10th globally with over 50,000 students from 100 countries across three campuses, offering a multidisciplinary education that blends Asian perspectives with a global outlook.

NUS Business School, one of Asia's leading business schools, is known for its comprehensive academic programmes, experiential learning, and impactful research. At the NUS Business School, we prepare students to lead in a dynamic business landscape by nurturing talent and equipping them with the skills needed to excel as future leaders.

**1ST**
**IN ASIA**
QS World University Rankings 2019 – 2027

**3RD**
**IN ASIA**
Times Higher Education World University Rankings 2026

**8TH**
**IN THE WORLD**
QS World University Rankings 2027 (Business and Management Studies)

# SINGAPORE

Singapore is a vibrant, cosmopolitan city in the heart of Asia, renowned for its strategic location, world-class infrastructure, and robust economy. As a global hub for finance, technology, and trade, it attracts leading multinational companies and international talent.

The city's unique blend of cultures creates a dynamic setting where East meets West, offering a rich tapestry of culinary, artistic, and lifestyle experiences. With its renowned safety, efficiency, and innovation, Singapore is an ideal destination for students seeking to connect with Asia's opportunities and global networks.

**STUDENT PROFILE** Discover the diverse profile of like-minded individuals you could be networking with.

96% international

Over 10+ regions

Average age: 25 years

72% female

# THE NUS MSc IN STRATEGIC ANALYSIS AND INNOVATION

The **Master of Science in Strategic Analysis and Innovation** programme is designed to impart recent graduates the various strategy and innovation concepts to offer them new perspectives on how innovation can drive growth in ever-changing business environments. The programme can be completed in two semesters that includes a **Business Project**.

The programme provides an opportunity to embark on an optional credit-bearing internship that complements the Business Project, offering valuable real-world experience that enhances career readiness and helps students develop essential workplace skills in a professional environment.

# PROGRAMME STRUCTURE

| ORIENTATION WEEK | SEMESTER 1 | SEMESTER 2 | SPECIAL TERM | SEMESTER 3 (Optional) |
|---|---|---|---|---|
| Aug | Aug – Nov | Jan – Apr | May – Jul | Aug – Nov |
| JUMPSTART Programme (4 Units) | 4 Core Courses<br>1 - 2 Elective Courses<br>(20 Units) | 3 Core Courses<br>(12 Units) | | Credit-Bearing Internship<br>(4 Units) |
| | | Business Project (8 Units) | | |

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

This is an overview of some courses offered in our programme:

- Economic Analysis for Strategic Decisions
- Innovation Strategy
- Executing Strategy for Results
- Strategic Sustainability
- Strategy for High Performance in Digital Firms
- Strategy for an Interlinked World
- Business Model Innovation in Asia

## CAREER SUPPORT

Our students benefit from robust opportunities to connect with corporate partners, industry experts, peers, and a dynamic global alumni network. These connections are fostered through networking events, company visits and industry panels — empowering them to make informed career decisions and build professional relationships.

## HEAR VALUABLE INSIGHTS FROM OUR STUDENTS



"One of the most impactful aspects of my experience has been the **emphasis on applying knowledge beyond the classroom**, making learning a continuous, evolving process. NUS didn't just equip me with skills, it reinforced a mindset of curiosity and adaptability, one that I will carry with me as I navigate my career and beyond."

**Ma Angela Gabrielle Ang**
Philippines, Class of 2025



"Our classes are practical and team-based, ensuring that we can apply the theories we learn in real-world settings. I would like to highlight **Executing Strategy for Results**, taught by Professor Zafar Momin. This exceptional course focused on the implementation of strategies, and in every session, I felt that new light was shed on previously learned management concepts."

**Mate Ujvarosi**
Hungary, Class of 2025



# STRATEGISE YOUR FUTURE TODAY

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

**Interested applicants must apply online at mscstrategy.nus.edu.sg**

## Application Deadlines

- 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 (optional)

## Tuition Fees and Financing:

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

mscbiz.nus.edu.sg

mscstrategy.nus.edu.sg

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