

2024

# SCHOOL OF BUSINESS MANAGEMENT

#becausewecan

nanyang polytechnic

# PROFESSIONAL COMPETENCY MODEL

#becausewecan

**Introducing:** A curriculum that helps you develop crucial skills to succeed in your future workplace.

Instead of learning subjects in silos, you'll be equipped with the skills and competencies needed to perform work tasks, similar to what you will do in the workplace.

A key feature? PCM courses are co-developed by industry majors and leading companies. They also co-teach and co-mentor our students. You may even emerge with additional industry certifications alongside your diploma, putting you ahead of the pack.

Some of NYP's industry partners include Google, Microsoft, NVIDIA, Ubisoft, Capella and Shimadzu.

Find out more at [nyp.edu.sg/PCM](https://nyp.edu.sg/PCM)

# GAME CHANGER

## School of Business Management (SBM)

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For more information, go to [nyp.edu.sg](https://nyp.edu.sg)

 [contactNYP@nyp.edu.sg](mailto:contactNYP@nyp.edu.sg)

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# Why NYP?

## **THE SECRET SAUCE**

What will set you apart? Being innovative, and creating solutions. Gain that #winningquality here.

## **INDUSTRY EDGE**

Our strong network of industry partners = exciting opportunities for development.

## **GLOBETROT**

Travel around the world for internships, competitions, exchange programmes, or immersion trips.

## **80 CCAS**

Spark that fire and find your family. Sports, dance, music, art — there's plenty here to explore.

## **LOCATION**

6-min walk from Yio Chu Kang MRT Station and 3 bus stops away from Ang Mo Kio Bus Interchange.

## **FACILITIES FUN**

We've got gaming lounges, dance and jamming studios — accessible to only students.

## **FAM FIT**

Soak in our nurturing and caring culture. Find your second family and grow with us.

# Why choose SBM?

Your education is our business. We go beyond the classroom so that you can gain academic, industry and global exposure that will open many doors for your future.



## Look forward to...



### WORK EXPOSURE AT NOTABLE COMPANIES

Experience learning opportunities and internships at renowned global and local organisations.



### MANAGING REAL BUSINESSES

Work on client-commissioned projects under the supervision of lecturers.



### OVERSEAS EXPERIENCES

Acquire global experiences through study trips, internships or exchange programmes overseas.



### A WIDE RANGE OF INDUSTRY PROJECTS

Gain authentic and hands-on learning experiences through exclusive industry projects and case studies.

## Industry Partners

Learn from the following renowned companies:



- Daikin
- Deloitte
- EY
- Kelly Services
- Les Amis

- Mediacorp
- NTUC FairPrice
- Resorts World Sentosa
- Sembcorp Industries
- Singapore Cycling Federation

- Singtel
- United Overseas Bank
- UPS Asia Pacific
- Zeno Communications



**JAE CODE C34**

# Common Business Programme



# Common Business Programme

This is for you if you want to explore your interests and find your passion before deciding on a business discipline to pursue.

Look forward to a holistic and experiential programme that introduces you to the various business disciplines while equipping you with foundational business knowledge in your first semester.

Discover your talents and strengths with our comprehensive education and career guidance programme. Gain industry insights through visits to established companies and engagement with industry practitioners to help you decide.

## This programme lets you...

- Acquire strong fundamentals and learn basic business concepts before deciding on a diploma course.
- Gain practical insights into different business sectors and fundamental business knowledge through interactions with industry leaders.
- Progress to one of the five business diplomas after the first semester.

## Benefits

- Be exposed to the different disciplines offered and take time to identify your passion.
- To help you make an informed decision, we've got education and career guidance activities lined up, such as course sharing by lecturers and learners and industry talks.

## Course Structure

The NYP-PCM for Common Business Programme consists of:

### • 5 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 11 General Studies Modules

You will complete a total of 11 General Studies modules across the Common Business Programme and your chosen diploma course. Explore other areas of interest beyond your chosen area of specialisation.

## Competency Units

### YEAR 1, SEMESTER 1

- Application of Business Fundamentals
- Applied Statistics for Business
- Financial Accounting & Interpretation
- Professional Business Communication
- User-Centred Design

### YEAR 1, SEMESTER 2 ONWARDS

*Get a foundation and learn about the different diplomas you can progress to:*

- Diploma in Accountancy & Finance
- Diploma in Banking & Finance
- Diploma in Business Management
- Diploma in Food & Beverage Business
- Diploma in Hospitality & Tourism Management



JAE CODE C98

# Diploma in Accountancy & Finance



# Diploma in Accountancy & Finance

This is for you if you aspire to be a tech-savvy accounting professional. You will be equipped with the critical skills to work in diverse industries.

As a qualified accountant, you will be the company's driver of change, analysing financial data and helping the management visualise key insights into business trends.

## This diploma lets you...

- Hone your competencies in emerging areas that are in demand in the accounting industry, such as digital accounting, risk management, forensic investigation and sustainable finance.
- Gain first-hand experience in working with key industry partners that include the Big Four public accounting and commercial firms, through our six-month internship programme.
- Accelerate your professional journey with accreditation and module exemptions at local and overseas universities and professional bodies such as the Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA) and Institute of Chartered Accountants in England and Wales (ICAEW).

## Career Paths

- Business Advisor
- Business Consultant
- Cost Accountant
- External Auditor
- Financial Accountant
- Financial Analyst
- Forensic Associate
- Internal Auditor
- Management Accountant
- Tax Accountant
- Treasury Accountant

## Benefits

- Get a head-start in your profession with transdisciplinary competencies and in-demand skill sets.
- Widen your horizons with overseas opportunities such as foreign exchange programmes, internships and immersive study trips.
- Look forward to exciting careers with companies like the Big Four public accounting firms, banks, financial institutions and governmental agencies.

## Course Structure

The NYP-PCM for Diploma in Accountancy & Finance consists of:

### • 22 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 6 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 3 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C98

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. Accounting Digitalisation

- Accounting System & Blockchain
- Data Science Fundamentals & Analytics
- Digital Accounting & AI
- Digital Technology Adoption for Businesses (WIU)

### 2. Innovation & Entrepreneurship

- Data Science Fundamentals & Analytics
- Financial Accounting & Interpretation
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Strategic Business Communication

### 3. Sustainability (Accounting)

- Application of Business Fundamentals
- Corporate Reporting
- Strategic Business Communication
- Sustainability in Business Project (WIU)
- Sustainable Finance

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## Course Competencies

Completing the required Competency Units will equip you with six Course Competencies:

1. Assurance & Forensics Analytics
2. Business Communication & Innovation
3. Business Intelligence & Data Science
4. Business Operations & Resource Management
5. Financial Accounting & Automation
6. Sustainable Finance, Treasury & Financial Management

## Competency Units

### YEAR 1

- Application of Business Fundamentals
- Applied Economics for Business
- Applied Statistics for Business
- Business Accounting & Analysis
- Business IT & Spreadsheet Modelling
- Financial Accounting & Interpretation
- Professional Business Communication
- Strategic Business Communication
- Sustainable Finance
- User-Centred Design

### YEAR 2

- Accounting System & Blockchain
- Audit & Assurance
- Corporate Reporting
- Data Science Fundamentals & Analytics
- Digital Accounting & AI
- Digital Technology Adoption for Businesses (WIU)
- Risk Management & Forensic Investigation
- Sustainability in Business Project (WIU)
- Taxation

### YEAR 3

- Company Law & Practice
- Corporate Financial Management
- Cost & Management Accounting
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- International Finance & Treasury
- Internship Programme (WIU)

## JAE CODE C98

# Our Industry Partners

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**CHUA HWEE THENG**  
TAX DIRECTOR, RSM TAX

The Competency Units and their corresponding learning outcomes are both comprehensive and practical. There is a good mix of fundamental accounting knowledge and practical industry skills needed in the real business environment. It is exciting to see the inclusion of emerging technologies such as blockchain, digital accounting and Artificial Intelligence (for example, the development of automatic scripts using robotic process automation software). This inspires learners to develop a growth mindset and equips them with the necessary competencies to embrace and leverage new technologies, empowering them to be future-ready as accountants of tomorrow.



**EVAN LAW**  
ASSISTANT CHIEF EXECUTIVE, ACCOUNTING AND CORPORATE REGULATORY AUTHORITY

NYP's Professional Competency Model equips learners with technical and generic skills. It is very much aligned with the Skills Framework for Accountancy and will certainly put graduates in good stead to embark on a career in the accountancy sector.



**BELINDA TAN**  
PARTNER, HEAD OF FORENSIC ADVISORY, GRANT THORNTON SINGAPORE

Very robust forensic modules embedded within the other equally important and relevant core learnings. As forensic work usually involves the use of technology and predictive analytics, it is beneficial that technology is contextualised in the Competency Units.



**JAE CODE C96**

# Diploma in Banking & Finance



# Diploma in Banking & Finance

This is for you if you are looking for a hands-on course that develops your competencies to excel in the banking and finance industry.

Learn in a real-world context with guidance from mentors and practitioners. Acquire transdisciplinary competencies and hone your abilities to solve complex problems of the industry.

Discover how you can grow into a finance professional who is innovative, progressive and ethical. Learn to provide sustainable solutions in areas such as digital finance and financial inclusion, wealth management, sustainable finance and financial management, and banking and risk management.

## This diploma lets you...

- Learn from industry leaders such as DBS Bank, Investment Management Association of Singapore, PayPal, The Pictet Group, OCBC Bank and State Street Bank and Trust Company.
- Develop transdisciplinary competencies and gain real-world experience in working on problems faced by the banking and finance industry.
- Be trained by former banking and finance professionals from renowned firms such as J.P. Morgan, Citibank, Morgan Stanley, Bloomberg, DBS Bank, OCBC Bank, United Overseas Bank, Deutsche Bank and Credit Suisse.
- Gain dynamic career and further education opportunities locally and overseas.

## Career Paths

- Account Operations Analyst
- Assistant Relationship Manager
- Client Services Officer
- Compliance Officer
- Customer Experience Executive
- Customer Service Officer
- Data Analyst
- Digital Finance Consultant
- Digital Product Manager
- Digital Transformation Executive
- Innovation Executive
- Investment Counsellor Assistant
- Product Analyst
- Sustainability Analyst
- Sustainable Finance & Climate Risk Analyst
- Sustainable Investing Analyst

## Benefits

- Develop expertise in areas such as digital finance and financial inclusion, wealth management, sustainable finance and financial management, and banking and risk management.
- Gain in-depth industry experience through internship programmes with leading banking and finance companies.
- Develop innovative digital banking and finance solutions to create sustainable impact on the underbanked and unbanked populations.

## Course Structure

The NYP-PCM for Diploma in Banking & Finance consists of:

### • 24 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 7 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 3 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C96

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. Digital Economy

- AI & Data Analytics in Finance
- Blockchain & Digital Finance
- Decentralised Finance
- Digital Banking
- Digital Economy Project (WIU)
- Sustainable Finance

### 2. Financial Inclusion & Innovation

- Blockchain & Digital Finance
- Decentralised Finance
- Financial Accounting & Interpretation
- Financial Inclusion & Innovation Project (WIU)
- Innovation & Viable Business Development

### 3. Sustainability (Finance)

- Application of Business Fundamentals
- Corporate Financial Management
- Professional Practice in Finance
- Strategic Business Communication
- Sustainability in Business Project (WIU)
- Sustainable Finance

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## Course Competencies

Completing the required Competency Units will equip you with seven Course Competencies:

1. Banking & Risk Management
2. Business Communication & Innovation
3. Business Intelligence & Data Science
4. Business Operations & Resource Management
5. Digital Finance & Financial Inclusion
6. Sustainable Finance, Treasury & Financial Management
7. Wealth Management

## Competency Units

### YEAR 1

- Application of Business Fundamentals
- Applied Economics for Business
- Applied Statistics for Business
- Business IT & Spreadsheet Modelling
- Financial Accounting & Interpretation
- Professional Business Communication
- Professional Practice in Finance
- Strategic Business Communication
- Sustainable Finance
- User-Centred Design

### YEAR 2

- AI & Data Analytics in Finance
- Blockchain & Digital Finance
- Consumer Banking
- Corporate Financial Management
- Data Science Fundamentals & Analytics
- Decentralised Finance
- Digital Banking
- Digital Economy Project (WIU)
- Fund Fundamentals & Asset Management
- Marketing
- Sustainability in Business Project (WIU)

### YEAR 3

- Corporate & Investment Banking
- Financial Inclusion & Innovation Project (WIU)
- Financial Planning
- Innovation & Viable Business Development
- International Finance & Treasury
- Internship Programme (WIU)
- Risk & Compliance Management

# Our Industry Partners

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### **CHIA HOCK LAI**

CO-FOUNDER, GLOBAL FINTECH INSTITUTE

The implementation of the Professional Competency Model (PCM) is a significant stride towards empowering students with the essential skills and mindset needed to thrive in today's dynamic economic environment. The curriculum is thoughtfully designed to equip students with a strong foundation in finance and overlaying with fundamentals in ethics, digital and design principles. The capability to adapt and collaborate seamlessly across multi-faceted disciplines is pivotal to their career progression. Involving industry partners in the co-creation of the curriculum is key to ensuring that the students graduate with in-demand skill sets.



### **SHADAB TAIYABI**

PRESIDENT, SINGAPORE FINTECH ASSOCIATION

As president of Singapore FinTech Association, I am proud to support the NYP-PCM and the move towards a curriculum that is structured around building key competencies for the workplace. This will hopefully help to build generations of future-ready graduates equipped with the ability to excel and tackle challenges in the competitive banking and financial services industry. The course content is constantly updated to reflect the dynamic and fast-evolving nature of the industry, preparing students for an AI-driven industry through deep, specialised knowledge across core modules and a range of electives in FinTech, fund administration and wealth management.

### **JOANNE KHEW**

DIRECTOR, ESG SPECIALIST, EASTSPRING INVESTMENTS

Sustainable finance and investment have moved from an emerging trend to a staple asset class within the global finance landscape. With Singapore seeking to play the role of a major green finance and carbon hub, it will need more graduates with expertise in sustainability concepts and their application in financing and investments, and making a material impact on the world. I am encouraged to see the integration of practical sustainable finance courses in the Diploma in Banking & Finance. Its graduates will be skilled to define capital flows in the sustainable financing and investment space — a much-needed ability in this constantly evolving area.



**JAE CODE C94**

# Diploma in Business Management



# Diploma in Business Management

This is for you if you are keen to be part of the new generation of entrepreneurs and business professionals in the digital age.

Be equipped with a diverse range of skills and make a difference in the business world. Pursue a dual track in fields such as International Business, Marketing & Digital Communications and E-Commerce & Retail Management.

You will learn fundamental business subjects and critical, specialised skills such as digital marketing, business analytics and design thinking.

## This diploma lets you...

- Learn the architecture of businesses and how to succeed as a professional or an entrepreneur.
- Be enriched by a dual-specialisation curriculum and pick from 12 specialisation combinations.
- Enhance your market value with your experience in working on industry projects in which you solve real business challenges.

## Career Paths

### Customer Experience & Relationship Management

- Business Development Executive
- Customer Care Specialist
- Customer Experience Officer

### E-Commerce & Retail Management

- Assistant Buyer
- E-commerce Executive
- Retail Executive
- Visual Merchandiser

### Event Design & Management

- Event Executive
- Event Planner
- Project Manager

### Human Capital Management

- Human Capital Executive
- Talent Attraction Executive
- Talent Management Executive

### International Business Management

- Business Development Executive
- Channel Management Executive
- International Trade Operations Executive

### Marketing & Digital Communications

- Brand Management Executive
- Digital Marketing Executive
- Marketing Communications Executive
- Public Relations/Corporate Communications Executive

### Supply Chain & Logistics Management

- Freight Executive
- Inventory Planner
- Supply Chain Specialist

## Benefits

- Acquire in-demand skills in emerging business areas such as Customer Experience & Relationship Management, Human Capital Management, International Business Management, E-Commerce & Retail Management, Supply Chain & Logistics Management, Event Design & Management and Marketing & Digital Communications.
- Interdisciplinary training by business professionals, tapping the pooled resources and strengths of various business disciplines and industry partnerships.
- Look forward to exciting career opportunities with top businesses.

## Course Structure

The NYP-PCM for Diploma in Business Management consists of:

### • 23 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 6 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 2 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Teaching Enterprise Project

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C94

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. Innovation & Entrepreneurship

- Data Science Fundamentals & Analytics
- Financial Accounting & Interpretation
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Strategic Business Communication

*You will take one of the following four Competency Canvases based on your chosen area of specialisation:*

#### 2a. Customer Experience Engagement

- Customer Experience Development Project (WIU)
- Experience Design & Management
- Service Management
- Strategic Business Communication
- User-Centred Design

#### 2b. Omnichannel Management

- Marketing
- Omnichannel Management & Analytics
- Retail Management & Visual Merchandising
- Retail Strategy & Sustainability Project (WIU)
- User-Centred Design

#### 2c. Strategic Human Capital Management

- Human Resource Planning & Practices Project (WIU)
- Strategic Business Communication
- Talent Attraction & Employee Relations
- Talent Development & Management
- User-Centred Design

#### 2d. Supply Chain Management

- Applied Statistics for Business
- Supply Chain Solutioning Project (WIU)
- Supply Chain Technologies & Operations
- User-Centred Design
- Warehouse Management & Analytics

## Course Competencies

Completing the required Competency Units will equip you with four Course Competencies:

1. Business Collaboration
2. Business Communication & Innovation
3. Business Intelligence & Data Science
4. Business Operations & Resource Management

*Plus one of the following four Course Competencies:*

- 5a. Customer Experience & Relationship Management
- 5b. E-Commerce & Retail Management
- 5c. Human Capital Management
- 5d. Supply Chain & Logistics Management

*And one of the following three Course Competencies:*

- 6a. Event Design & Management
- 6b. International Business Management
- 6c. Marketing & Digital Communications

## Competency Units

### YEAR 1

- Application of Business Fundamentals
- Applied Economics for Business
- Applied Statistics for Business
- Business IT & Spreadsheet Modelling
- Financial Accounting & Interpretation
- International Business Analysis
- Marketing
- Professional Business Communication
- Strategic Business Communication
- User-Centred Design

### YEAR 2

- Data Science Fundamentals & Analytics
- Financial Management & Analysis
- People & Team Management
- Stakeholder Relationship Management

### FIRST SPECIALISATION

#### 1. Customer Experience & Relationship Management

- Customer Experience Development Project (WIU)
- Customer Management & Analytics
- Experience Design & Management
- Service Management

#### 2. E-Commerce & Retail Management

- Omnichannel Management & Analytics
- Retail Buying & Category Management
- Retail Management & Visual Merchandising
- Retail Strategy & Sustainability Project (WIU)

#### 3. Human Capital Management

- Human Resource Planning & Practices Project (WIU)
- Performance & Rewards Management
- Talent Attraction & Employee Relations
- Talent Development & Management

#### 4. Supply Chain & Logistics Management

- International Freight Management
- Supply Chain Solutioning Project (WIU)
- Supply Chain Technologies & Operations
- Warehouse Management & Analytics

### SECOND SPECIALISATION

#### 1. Event Design & Management

- Event Design & Production
- Event Management & Practice

#### 2. International Business Management

- Global Citizenry & Cultural Intelligence
- International Operations Management

#### 3. Marketing & Digital Communications

- Brand Management
- Market Research & Intelligence

### YEAR 3

- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Internship Programme (WIU)
- Teaching Enterprise Project (WIU)

### FIRST SPECIALISATION

#### 1. Customer Experience & Relationship Management

- Social Customer Relationship Management

#### 2. E-Commerce & Retail Management

- Social Commerce

#### 3. Human Capital Management

- HR Digitalisation & Analytics

#### 4. Supply Chain & Logistics Management

- Purchasing & Global Sourcing

### SECOND SPECIALISATION

#### 1. Event Design & Management

- Event Branding & Marketing
- Managing Hybrid Events (MICE)

#### 2. International Business Management

- International Business Strategy
- Trade Governance & Compliance

#### 3. Marketing & Digital Communications

- Digital Marketing & Analytics
- Public Relations & Communications

# Our Industry Partners

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## ALLISON+ PARTNERS

### JEREMY SEOW

REGIONAL CHIEF OPERATING OFFICER & HEAD OF CLIENT EXPERIENCE, ASIA PACIFIC,  
ALLISON+PARTNERS

It's an excellent time for NYP to transition into the Professional Competency Model (PCM). I believe this approach will help students discover their strengths and interest as they experience how various skills are interconnected, especially in the professional world. Additionally, it's great to see the dozens of leading organisations get behind this transition for the benefit of the students.



### OW JEE CHIN

DEPUTY GENERAL MANAGER, BUSINESS DEVELOPMENT, PICO ART INTERNATIONAL

Singapore's war for talent is at its stiffest with rapid changes in technology, consumer habits and the fast-evolving workplace. The new PCM is well-structured to address this, preparing learners with the knowledge and skills to excel in the challenging MICE industry. A good Events Management personnel is required to wear many hats, be it from the perspective of a designer, lawyer, human resource recruiter, marketer or a customer relationship officer. This model looks set to take future Events talents to another level.



### JAYNE KOH

DIRECTOR, IORA GROUP

The new PCM-based course will strengthen the curriculum and equip business graduates with the knowledge and skills the retail industry will need. By developing crucial retail strategy skills, with further focus on sustainability and the use of Big Data to improve the buying process, graduates of this course will be skilled to meet the demands of the industry.

# Specialisations in Business Management

NYP is the only polytechnic in Singapore to offer dual specialisation in Business Management, allowing you to pursue two of the following:

## Choose your first specialisation:

- Customer Experience & Relationship Management
- E-Commerce & Retail Management
- Human Capital Management
- Supply Chain & Logistics Management

## Choose your second specialisation:

- Event Design & Management
- International Business Management
- Marketing & Digital Communications

## Specialisation in Customer Experience & Relationship Management

Customer-centric business strategies are critical to an organisation's efforts in growth and profitability. Our Customer Experience & Relationship Management specialisation will prepare you to engage customers and foster lasting relationships with them, whether you are in hospitality, healthcare, telecommunications, retail or banking and finance.



### WHAT'S IN STORE

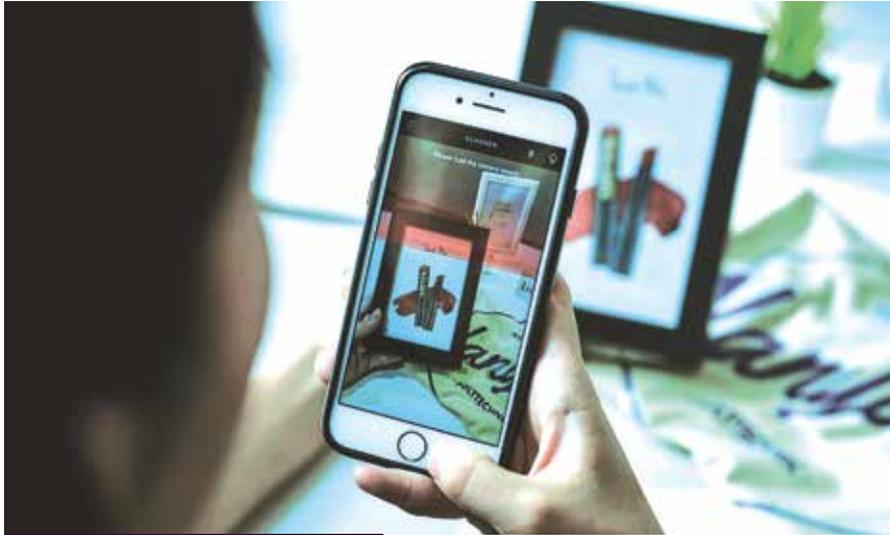
Gain the knowledge and skills to plan, organise and implement effective CRM programmes that will help businesses deliver top service. You will also be trained to design and manage customer experiences by applying insights from psychology and analyses of customers' buying behaviours and preferences.

### SPECIALISED COMPETENCY UNITS

- Customer Management & Analytics
- Experience Design & Management
- Service Management
- Social Customer Relationship Management

## Specialisation in E-Commerce & Retail Management

Ride the wave of digitalisation and transformation in the retail sector with our E-Commerce & Retail Management specialisation. Learn skills in data analytics, e-commerce and omnichannel management. The specialisation will gear you up for regional and global career advancement opportunities in the retail industry.



### WHAT'S IN STORE

Learn core business and specialised retail modules that address e-commerce and retail management issues and scenarios. Master technical concepts and technology applications for a career in retail buying, branding and marketing or emerging areas such as omnichannel retail businesses and e-commerce.

### SPECIALISED COMPETENCY UNITS

- Omnichannel Management & Analytics
- Retail Buying & Category Management
- Retail Management & Visual Merchandising
- Social Commerce

## Specialisation in Human Capital Management

Employees are a company's most valuable asset. As Singapore transitions into a manpower-lean economy, the role of human resource professionals in developing and optimising the potential of the workforce becomes increasingly important. You can help organisations achieve their strategic goals and objectives by leveraging your specialised skills in managing the recruitment, assessment, training and performance of employees.



### WHAT'S IN STORE

Gain insights into and hone your skills in human capital management functions such as recruitment, compensation and benefits, training and development, and performance management.

### SPECIALISED COMPETENCY UNITS

- HR Digitalisation & Analytics
- Performance & Rewards Management
- Talent Attraction & Employee Relations
- Talent Development & Management

## Specialisation in Supply Chain & Logistics Management

The World Bank has ranked Singapore as Asia's top logistics hub offering world-class connectivity to the region and beyond. With our Supply Chain & Logistics Management specialisation, you can thrive in this growing sector, providing supply chain services to global consumers and businesses.



### WHAT'S IN STORE

Learn to efficiently and effectively provide supply chain services to global consumers and businesses. This includes planning, implementing and controlling the operations of the supply chain, attaining cost-effectiveness and delivering top-notch customer service.

### SPECIALISED COMPETENCY UNITS

- International Freight Management
- Purchasing & Global Sourcing
- Supply Chain Technologies & Operations
- Warehouse Management & Analytics

## Specialisation in Event Design & Management

If you are creative and passionate about planning and organising events, our Event Design & Management specialisation will equip you with the right skills. The potential for career growth is boundless with opportunities in local and regional markets. Your skills in event management will add value to your other specialisation, opening doors to expanded roles in various business sectors.



### WHAT'S IN STORE

Develop a firm foundation in event management — from conceptualisation to project management and post-event services. This will enable you to innovate event concepts, deliver effective presentations and successfully close event deals.

### SPECIALISED COMPETENCY UNITS

- Event Branding & Marketing
- Event Design & Production
- Event Management & Practice
- Managing Hybrid Events (MICE)

## Specialisation in International Business Management

Executives with a global mindset and international business skills are highly regarded as companies race to increase their growth by harnessing diverse talents and opportunities worldwide. Our International Business Management specialisation will give you an edge over others in pursuing a career in multinational corporations and enterprises looking to break into overseas markets.



### WHAT'S IN STORE

Develop a sound understanding of global affairs and knowledge in international business and trade. You will also have the opportunities to network and get exposure to emerging markets through study trips, overseas attachment and immersion programmes.

### SPECIALISED COMPETENCY UNITS

- Global Citizenry & Cultural Intelligence
- International Business Strategy
- International Operations Management
- Trade Governance & Compliance

## Specialisation in Marketing & Digital Communications

Skilled marketing and public relations professionals are highly sought after to promote an organisation's products and services, grow its brand, enhance its public image and manage crises in the digital age. Our Marketing & Digital Communications specialisation will equip you with the necessary skills to do just that.



### WHAT'S IN STORE

Acquire valuable consumer insights by mastering market research techniques and utilising various analytics tools. Learn how to make effective marketing decisions by leveraging on your technical expertise and creative flair to drive brand loyalty and leave a lasting impression.

### SPECIALISED COMPETENCY UNITS

- Brand Management
- Digital Marketing & Analytics
- Market Research & Intelligence
- Public Relations & Communications



**JAE CODE C46**

# Diploma in Food & Beverage Business

## JAE CODE C46



# Diploma in Food & Beverage Business

This is for you if you are excited about food and the prospect of managing a food and beverage (F&B) business.

Acquire both culinary and business management skills under the tutelage of experienced business lecturers and chefs. Discover and analyse food trends and learn food sustainability management.

Develop competencies in Western and Asian culinary techniques and F&B service and management. Gain hands-on experience by operating and managing the school's training restaurant and café.

## This diploma lets you...

- Experience an interdisciplinary course that covers both culinary arts and F&B business management.
- Work with established chefs and F&B managers in top hotels and restaurants around the world.
- Embark on successful careers in the F&B sector or establish and manage your own restaurants and cafés.

## Career Paths

### Culinary Arts

- Central Kitchen Supervisor/Manager
- Chef de Cuisine
- Chef de Partie
- Entrepreneur
- Head Baker
- Pastry Chef
- Senior Cook
- Sous Chef

### F&B Management

- Barista
- Bartender
- Catering Sales Executive
- Entrepreneur
- F&B Executive
- F&B Group Manager
- F&B Operations Manager
- Sommelier

## Benefits

- Conceptualise and create unique menus and dining experiences for the discerning diners of today.
- Gain a strong foundation in F&B operations and culinary arts coupled with competencies to manage food sustainability and F&B digitalisation strategies.
- Showcase your service and culinary skills in acclaimed local and international competitions.
- Experience working with the industry's best in Michelin-starred restaurants.

## Course Structure

The NYP-PCM for Diploma in Food & Beverage Business consists of:

### • 19 or 21 Competency Units, depending on specialisation

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 7 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 2 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Teaching Enterprise Project

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C46

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. F&B Customer Experience Design

- F&B Customer Experience Design Project (WIU)
- F&B Operations & Digital Marketing
- Professional Business Communication
- Stakeholder Relationship Management
- User-Centred Design

*You will take one of the following two Competency Canvases based on your chosen area of specialisation:*

### 2a. Culinary Innovation (Culinary Arts Specialisation)

- Art of Charcuterie & Garde Manger
- Artisan Pastry and Desserts
- Culinary Applications & Techniques
- Culinary Innovation Project (WIU)
- Future Food & Sustainability Management
- Innovation & Viable Business Development

### 2b. Food Business Innovation (F&B Management Specialisation)

- F&B Innovation Project (WIU)
- F&B Service
- Future Food & Sustainability Management
- Innovation & Viable Business Development
- Menu Planning & Cost Control
- Productivity & Revenue Management

## Course Competencies

Completing the required Competency Units will equip you with four Course Competencies:

1. Business Communication & Innovation
2. Business Intelligence & Data Science
3. Business Operations & Resource Management
4. Food Safety & Sustainability Management

*And three of the following Course Competencies based on your chosen area of specialisation:*

### Culinary Arts Specialisation

- 5a. Art of Pastry
- 6a. Culinary Techniques & Innovation
- 7a. F&B Operations

### F&B Management Specialisation

- 5b. Beverage Service
- 6b. Culinary Operations
- 7b. F&B Management

## Competency Units

### YEAR 1

- Application of Business Fundamentals
- Applied Statistics for Business
- Business IT & Spreadsheet Modelling
- Culinary Essentials
- F&B Customer Experience Design Project (WIU)
- F&B Operations & Digital Marketing
- Financial Accounting & Interpretation
- Food Safety & Hygiene
- Professional Business Communication
- Stakeholder Relationship Management
- User-Centred Design

### YEAR 2

#### SPECIALISATIONS (CHOOSE ONE)

#### 1. Culinary Arts

- Applied Economics for Business
- Art of Charcuterie & Garde Manger
- Artisan Pastry & Desserts
- Asian & International Cuisine
- Basic Baking & Pastry
- Culinary Applications & Techniques
- Culinary Innovation Project (WIU)
- Future Food & Sustainability Management
- Innovation & Viable Business Development
- Menu Planning & Cost Control

#### 2. F&B Management

- Applied Economics for Business
- Data Science Fundamentals & Analytics
- F&B Innovation Project (WIU)
- F&B Service
- Future Food & Sustainability Management
- Innovation Project Development
- Menu Planning & Cost Control
- Pastry & Baking
- Procurement & Food Logistics
- Productivity & Revenue Management
- Wine & Mixology
- World Cuisine

### YEAR 3

- Teaching Enterprise Project (WIU)
  - Central Production (Culinary Arts Specialisation)
  - Food Preparation (Culinary Arts Specialisation)
  - Beverage Service (F&B Management Specialisation)
  - Food Service (F&B Management Specialisation)
- Internship Programme (WIU)

# Our Industry Partners

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### **ANGELINE TAN**

**HEAD OF COUNTRY, UNILEVER FOOD SOLUTIONS, SINGAPORE**

Against the global backdrop of a rapidly evolving food and beverage sector, the Professional Competency Model (PCM) is a timely approach to equipping students with the relevant knowledge and skills for the future of work. The curricula on Future Food & Sustainability Management, co-developed by Unilever Food Solutions (UFS) and NYP, ensures that students understand the trends, opportunities and realities of the sector while gaining an appreciation of how various competencies come together at the workplace, or in this case, the kitchen. As one of the world's top food service companies with over 250 professional chefs in over 70 countries, UFS is deeply committed to purpose and sustainability through strong brands such as Knorr, Best Foods, Hellmann's, The Vegetarian Butcher and Carte d'Or. We are excited to collaborate with NYP in nurturing the next generation of talents in Singapore.



G R O U P

### **REYMEN SURESH SANGGARAM**

**DIRECTOR OF THE GARAGE & MANPOWER DEVELOPMENT, 1-GROUP**

1-Group is delighted to support NYP's curriculum innovation with the PCM. The course gives students the opportunity to acquire industry-standard competencies and practices as they learn, forming an excellent foundation for their development when they enter the workforce. NYP's PCM is closely aligned with the industry and consists of a suite of in-demand competencies that will equip graduates with the depth and agility to respond to the needs of the ever-changing F&B sector. We remain committed to partnering NYP in shaping our future leaders and giving back to the F&B industry.



### **SEBASTIEN LEPINOY**

**DIRECTOR OF CULINARY & OPERATIONS, LES AMIS**

NYP's PCM is carefully designed with the holistic needs of the students, workforce and industry in mind. In collaborating with major industry players and companies, NYP gives students the opportunity to acquire practical skills and industry-specific insights so they graduate as professionally competent individuals. The F&B landscape is dynamic and it is important for graduates to be equipped with deep competencies that put them in good stead. Les Amis Group is proud to support NYP in developing a generation of food entrepreneurs and chefs who are both technically proficient and business-savvy.



**JAE CODE C67**

# Diploma in Hospitality & Tourism Management

# Diploma in Hospitality & Tourism Management

This is for you if you love meeting people from all over the world. Creating memorable experiences, serving from the heart and solving problems are some of the things you can look forward to in the dynamic tourism and hospitality sector.

Our course prepares you to be adaptable, resourceful and knowledgeable in core business subjects and hotel and MICE (meetings, incentives, conventions and exhibitions) management.

Enjoy learning experiences that will develop you holistically and open doors to opportunities around the world as we groom future leaders for the exciting hospitality and tourism industry.

## This diploma lets you...

- Acquire industry-ready skills through undertaking exciting projects and solving real-world challenges faced by the industry.
- Stay ahead of industry trends. New trends in wellness and sustainability are discussed in detail in modules such as Leisure Operations & Management and Sustainable Tourism Management.
- Gain international exposure through overseas exchange programmes and internships or international competitions such as WorldSkills, STR Market Study Competition and AFECA Asia MICE Youth Challenge.

## Career Paths

### Hotel & Resort Sector

- Guest Services Manager
- Hotel & Resort Manager
- Hotel Sales & Marketing Manager
- Rooms Division Manager

### MICE Sector

- Convention Planner & Manager
- Event Operations Manager
- Event Planner & Manager
- Incentive Travel Planner & Manager

### Tourism Sector

- Airline & Cruise Manager
- Destination & Attractions Manager
- Tour Planner

## Benefits

- Gain deep skills in areas such as MICE, sustainability and data analytics.
- Develop industry-relevant competencies to meet the needs of the tourism, hotel and accommodation services sectors.
- Look forward to exciting careers with companies like Marina Bay Sands, Resorts World Sentosa, Raffles Singapore, Capella Singapore, Suntec Singapore Convention & Exhibition Centre and Gardens by the Bay.

## Course Structure

The NYP-PCM for Diploma in Hospitality & Tourism Management consists of:

### • 23 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 7 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 2 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C67

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. Innovation & Entrepreneurship

- Data Science Fundamentals & Analytics
- Financial Accounting & Interpretation
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Strategic Business Communication

### 2. Tourism Innovation

- Accommodation Services Management
- Experience Design & Management
- Marketing
- MICE Operations Management
- Tourism Innovation Project (WIU)

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## Course Competencies

Completing the required Competency Units will equip you with seven Course Competencies:

1. Accommodation Management
2. Business Communication & Innovation
3. Business Intelligence & Data Science
4. Business Operations & Resource Management
5. Marketing & Experience Design Management
6. MICE Management
7. Tourism Business Sustainability Management

## Competency Units

### YEAR 1

- Accommodation Services Management
- Application of Business Fundamentals
- Applied Economics for Business
- Applied Statistics for Business
- Business IT & Spreadsheet Modelling
- Financial Accounting & Interpretation
- Financial Management & Analysis
- Marketing
- Professional Business Communication
- User-Centred Design

### YEAR 2

- Data Science Fundamentals & Analytics
- Experience Design & Management
- F&B Operations & Digital Marketing
- Leisure Operations & Management
- MICE Operations Management
- Stakeholder Relationship Management
- Strategic Business Communication
- Tourism Innovation Project (WIU)

### (CHOOSE ONE)

- Hospitality Sales & Distribution
- Hotel Operations & Management

### (CHOOSE ONE)

- Event Design & Production
- Managing Hybrid Events (MICE)

### YEAR 3

- Business Continuity Management
- Decision Sciences & Yield Management
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Internship Programme (WIU)
- Sustainable Tourism Management

# Our Industry Partners

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### **NG GIAN HENG**

**DIRECTOR OF HUMAN RESOURCES, CAPELLA SINGAPORE**

Under the Professional Competency Model (PCM), NYP's Diploma in Hospitality & Tourism Management synthesises core business skillsets with domain competencies. Learners in the Programme will have a better appreciation of how business fundamentals are applied in the tourism industry. They will also benefit from an agile curriculum that is aligned to industry trends. Capella Singapore looks forward to partnering NYP on various platforms in fulfilling this meaningful and worthwhile development initiative.



### **ONG KIAN ANN**

**SENIOR DIRECTOR, BUSINESS DEVELOPMENT, GARDENS BY THE BAY**

Gardens by the Bay commends NYP for restructuring this programme under the PCM. This will allow students to better integrate and apply knowledge and skillsets picked up throughout their learning journey. Under the PCM, closer industry collaboration is accorded with co-development, co-delivery and co-assessment of curriculum. This ensures that students are equipped with the crucial and relevant competencies to thrive in a challenging (tourism) business environment.



### **GRACE YANG**

**SENIOR DIRECTOR, HR, BUSINESS SOLUTIONS & OPERATIONS, SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE**

The curriculum of NYP's Diploma in Hospitality & Tourism Management is dynamic and aligned to industry trends and needs. Under the PCM, the course is further enhanced and contextualised for learners to better synthesise core business competencies with industry-specific capabilities in the accommodation and MICE sectors, among others.



JAE CODE C93

# Diploma in Mass Media Management



# Diploma in Mass Media Management

This is for you if you love creating content and aspire to join the media industry.

Gain the right balance of business knowledge and media skills to help jump-start your career.

Learn to use the latest equipment and software in our state-of-the-art TV studio and work on exciting industry projects with companies such as MTV, A+E Networks, Warner Bros. Discovery and Mediacorp.

## This diploma lets you...

- Create engaging content for audiences across various traditional and new media platforms.
- Experience both classroom and hands-on learning that will boost your portfolio. You'll also get to work on real industry projects.
- Look forward to career opportunities in different aspects of media including content creation, business management and communications.

## Career Paths

- Advertising Executive
- Journalist
- Magazine Feature Writer
- Marketing Communications Executive
- Media Content Producer
- Media Content Strategist
- Media Marketing Executive
- Production Manager
- Public Relations Executive
- Studio Director

## Benefits

- Be equipped with emerging digital media competencies in content creation and business management.
- Look forward to exciting hands-on projects with industry players.
- Start a rewarding career in the dynamic media industry after graduation.

## Course Structure

The NYP-PCM for Diploma in Mass Media Management consists of:

### • 20 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 5 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 2 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Teaching Enterprise Project

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C93

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. Content Crafting Strategies

- Advanced Production
- Content Crafting Strategies Project (WIU)
- Presenting for Media
- Social Media Strategies
- Storytelling & Story Development

### 2. Media Entrepreneurship

- Data Science Fundamentals & Analytics
- Innovation & Viable Business Development
- Marketing
- Media Entrepreneurship Project (WIU)
- Media Project Management
- User-Centred Design

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## Course Competencies

Completing the required Competency Units will equip you with five Course Competencies:

1. Business Communication & Innovation
2. Business Intelligence & Data Science
3. Content Creation & Management
4. Digital Media Communications
5. Media Design & Production

## Competency Units

### YEAR 1

- Applied Statistics for Business
- Digital Media Design
- Marketing
- Media Project Management
- Presenting for Media
- Production Fundamentals
- Professional Business Communication
- Storytelling & Story Development
- User-Centred Design
- Writing for Media

### YEAR 2

- Advanced Production
- Content Crafting Strategies Project (WIU)
- Data Science Fundamentals & Analytics
- Digital Journalism
- Digital Marketing & Analytics
- Immersive Media Application
- Innovation & Viable Business Development
- Media Content Strategies
- Media Entrepreneurship Project (WIU)
- Multi-Camera Production
- Public Relations & Communications
- Social Media Strategies

### YEAR 3

- Internship Programme (WIU)
- Teaching Enterprise Project (WIU)
  - Creative Services & Marketing
  - Print & Digital Media Content Generation
  - Video Production

## JAE CODE C93

# Our Industry Partners

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### JEAN NG

CLUSTER DIRECTOR (MEDIA INDUSTRY CLUSTER), IMDA

The media industry is dynamic and ever changing, with new business and career opportunities abound. With the Professional Competency Model (PCM), NYP's Diploma in Mass Media Management will equip media students and professionals with the requisite, practical competencies (such as data analytics, story development and marketing) to prepare them for the media jobs of the future and capture opportunities in this fast-changing space. NYP's plans to upgrade the Media Studio with Virtual Production capability will provide learners with critical hands-on experience in media industry's latest technology and support its emerging demand for immersive media content developers and broader vision for Singapore to be a vibrant media hub.



### SIMONE LUM

HEAD, GROWTH & AUDIO, MEDIACORP

The comprehensive diploma delivers core competencies that will equip graduates with the practical skills, real-life applications and portfolio of work required of the next generation of industry professionals. The transdisciplinary course structure offers valuable insights into various facets of our content creation and production. We look forward to welcoming graduates into the Mediacorp family.



### FIONA MCKAY

CEO, ASIAN ACADEMY OF CREATIVE ARTS

With the PCM, learners will benefit from the extended on-the-job skills training. This is essential in preparing learners to face the real working environment. The collaboration between the Asian Academy of Creative Arts and NYP, through the virtual production of the Producers Summit and Masterclass, as well as the Asian Academy Creative Awards Show, has been a great learning experience for the learners. I am glad that under the new model, industry collaborations will continue to be carefully calibrated and infused into the diploma's curriculum to provide authentic, industry-relevant training for the learners.



### ALVIN LIM

BUSINESS DEVELOPMENT DIRECTOR, CGANGS

The NYP-PCM not only helps the learners to gain more exposure and hands-on experience, but it also better prepares them for the future, knowing what the industry expects and requires. The new curriculum is carefully planned in consultation with industry partners and aligned with the industry needs. This helps media companies hire graduates with more relevant core competencies and skills and address the manpower issues that the industry is facing.



JAE CODE C81

# Diploma in Sport & Wellness Management



# Diploma in Sport & Wellness Management

This is for you if you want to play an integral part in Singapore's ambition to promote sport and wellness as a way of life. Be among Singapore's next generation of sport business and wellness specialists. Lead our nation's charge towards preventive care. Learn to manage and operate businesses.

This unique course combines sport, wellness and business through hands-on experiences, applied training and real-world case studies.

Be equipped with professional competencies to build a valuable portfolio. Your training will include enhanced internships and industry exposure to better prepare you for the workplace.

## This diploma lets you...

- Fuel your passion for sport, active lifestyle and healthy living. Enable others to pursue lifelong wellness goals.
- Engage with lecturers and gain experience during hands-on practical trainings and internships.
- Learn to become an agile team player and passionate sport and wellness practitioner in Singapore and the region.

## Career Paths

- Community/Sport & Recreation Executive
- Event Operations Executive
- Fitness Trainer
- High Performance/High Participation Sport Executive
- Projects & Events Executive
- Social & Recreation Executive
- Sport & Leisure Executive
- Sport Development Executive
- Sport Manager
- Sport/Health Coach
- Wellness/Lifestyle Executive

## Benefits

- Develop expertise in sport business, sport marketing and managing sport and hybrid events.
- Cultivate a broad range of skills in sport coaching and deepen your knowledge in fitness training and exercise prescription.
- Acquire capabilities in health coaching and develop skills in behaviour modification and wellness applications.

## Course Structure

The NYP-PCM for Diploma in Sport & Wellness Management consists of:

### • 20 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

### • 6 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

### • 2 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

### • 1 Teaching Enterprise Project

### • 1 Internship Programme

### • 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

# JAE CODE C81

## Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

### 1. Sports Performance

- Sport & Exercise Science
- Sports Coaching & Performance Analysis
- Sports Coaching Project (WIU)

### 2. Innovation & Entrepreneurship

- Data Science Fundamentals & Analytics
- Financial Accounting & Interpretation
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Strategic Business Communication

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## Course Competencies

Completing the required Competency Units will equip you with six Course Competencies:

1. Business Communication & Innovation
2. Business Operations & Resource Management
3. Business Intelligence & Data Science
4. Sport Business Management
5. Sports Performance & Exercise Science
6. Health & Wellness Management

## Competency Units

### YEAR 1

- Application of Business Fundamentals
- Applied Economics for Business
- Applied Statistics for Business
- Business IT & Spreadsheet Modelling
- Financial Accounting & Interpretation
- Managing Health & Wellness
- Professional Business Communication
- Sport & Exercise Science
- Sport Management & Governance
- Strategic Business Communication
- User-Centred Design

### YEAR 2

- Data Science Fundamentals & Analytics
- Fitness Training & Exercise Prescription
- Health Coaching & Behaviour Modification
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Integrated Wellness Applications
- International Business Analysis
- Managing Sport & Hybrid Events
- Sport Marketing & Media
- Sports Coaching & Performance Analysis
- Sports Coaching Project (WIU)

### YEAR 3

- Internship Programme (WIU)
- Teaching Enterprise Project (WIU)
  - Fitness Club Management
  - Lifestyle & Wellness Management
  - Sports Event Management

# Our Industry Partners

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**NICHOLAS TEO**  
DIRECTOR, TEAM AXIS

The introduction of the Professional Competency Model (PCM) to this diploma ensures that students remain adaptable in this ever-changing and dynamic economic environment. Through this programme, learners can experience the many facets and opportunities within the sport and wellness industry and discover what truly drives their passion. With the integration of both business and sport/wellness within the curriculum, learners will be well-prepared to enter the workforce and contribute to the industry. I will be happy to explore work opportunities with the graduates of this diploma.



**ROSTAM UMAR**  
CHIEF, STRATEGY GROUP, SPORT SINGAPORE

I am highly supportive of this initiative to introduce the PCM. Conceptually, I see the PCM as a positive way forward, offering a good mix of breadth and depth to better equip and prepare learners for the workforce in the future. The way real-world problems are approached and tackled is multi-disciplinary.



**MARK CHAY**  
DIRECTOR OF ADMINISTRATION, GLOBAL ESPORTS FEDERATION

I congratulate NYP for introducing the PCM to this course. The curriculum will enable learners to be more agile, especially to the changing requirements of the industry. Learners will be more adept at responding to the consumption of sport and providing in-demand services based on the volatile demands of the consumers. The PCM provides learners with the necessary skills and competencies to succeed in the industry.

# The SBM Experience



## Mahendra Prasad Sivakumar

**DIPLOMA IN MASS MEDIA MANAGEMENT**

### NYP JOURNEY TAKES HIM BEYOND BORDERS

In Year 1, Mahendra took up “Discover Japan” as a General Studies module and went on an exchange programme to Ryukoku University in Kyoto, Japan.

For his internship, he worked on marketing collaterals for Fox Networks Group Singapore’s channel offerings to regional partners in Thailand, Indonesia and Hong Kong.

Mahendra was also part of the Temasek Foundation Specialists’ Community Action and

Leadership Exchange Programme, working with students from Ton Duc Thang University in Vietnam.

“I love the versatility of the course and the opportunities — which are not confined to Singapore — it presents,” says the hockey player who graduated top of his course and won the Mediacorp Gold Medal.

Mahendra was also awarded the SAF Scholarship to study at King’s College London.



## Martina Lindsay Veloso

**DIPLOMA IN SPORT & WELLNESS MANAGEMENT**

### SHOOTING FOR THE STARS

Education was not merely attending classes and passing exams for Martina, who is also Singapore’s star shooter.

The national record holder of the Women’s 50m Rifle Prone and Sports Excellence (SPEX) scholar also bagged the title of Sportswoman of the Year at the Singapore Sport Awards 2019.

Juggling an intensive training schedule and competing in two to three international competitions a year was not easy, but Martina credited her success to the support and guidance from her lecturers. It was also this support that enabled her to complete a six-month internship at the Singapore Sport Institute while training and competing, and saw her through her three-year diploma course.

She says, “I’m grateful for the encouragement and help. The unwavering support from my lecturers and classmates pushed me to strive to be the best athlete and student I could be.”



## Lim Shu Sen

**DIPLOMA IN BUSINESS MANAGEMENT**

### DISCOVERING HIS PASSION FOR BUSINESS AND THRIVING IN IT

Shu Sen, keen for some real work experience, joined Grab as a Merchant Acquisition Associate during the pandemic and was promoted to Business Development Lead — the youngest ever to make this position in the division.

“Thanks to the industry experience I gained from the holistic learning journey at NYP and the nurturing lecturers, I discovered my ikigai in business,” he said, using the Japanese term referring to a passion that brings joy to life.

Shu Sen will be pursuing a Bachelor in Business Management at the Singapore Management University under the Lee Kong Chian Scholars’ Programme.

He is now a Project Coordinator at IT services firm Hitachi Vantara, managing projects in the ASEAN region.

“NYP instilled my confidence and has shaped me into an industry-ready professional.”

# Minimum Entry Requirements

Wondering about the minimum entry requirements and aggregate scores for our courses?  
Here's everything you need to know.

## **GCE O LEVELS**

Apply through the EAE, JAE or DAE.  
Scan to find out more.



## **GCE N LEVELS**

Apply through the PFP.  
Scan to find out more.



## **EVERYTHING ELSE**

Not sitting the O or N Levels?  
Scan to find out how to apply to NYP.





Scan for more information on the  
School of Business Management  
and its courses