

SCHOOL OF BUSINESS MANAGEMENT

- ✓ SkillsFuture Credit Eligible
- ✓ Bite-Sized Learning

- ✓ Subsidised Fees
- ✓ Acquisition of Relevant Skills

Course Title	Jan	Feb	Mar	Apr	May	Jun	Course Fee (incl. GST)
<u>DIGITAL PILLAR</u>							
1 Day Hands-On Pay Per Click Search Advertising			22				B
1 Day SEO Fundamentals				26			B
Advanced HR Analytics Using Data Modelling to Improve Human Capital Performance			22	26			B
AI in Communication				2			B
Business Storytelling to Connect with Your Online Target Audience			21				A
Communicate your Innovation Story through Story Mapping			22				B
Crafting Your Digital Stories			25				B
Curating Digital Visual Content with Product Styling & Photography					13		B
Digital Marketing (2 Days)				11-12			C
Digital Marketing for Hospitality Management: A Practical Approach						21	B
Digital Video Production (2 days)			25-26				C
Engaging F&B Customers on Social Media				1			B
Event Branding and Social Media Marketing			20				A
FinTech: Start-up & Scale-up Strategy				5			A
How Marketers can Win with Gen Z			18				A
HR Analytics			20				B
Improving Customer Retail Experience & Engagement Through Digital Means				2			B

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<u>DIGITAL PILLAR</u>							
Introduction to Business Analytics: Making data-driven decisions for business executives (2 Days)			4-5				C
Machine Learning in Finance				3			B
Skills Intelligence			19				A
Social Commerce Fundamentals			1				B
The Augmented Reality (AR) Advantage For Engaging Customers And Learners				1			B
<u>CARE PILLAR</u>							
Consumer Behaviour			28				A
Design Thinking For An Innovative Workplace			4	1			A
Employment Law Essentials - Avoiding Legal Pitfalls in People Management				12			A
How to Build a Profit-driven Business?			28	25			A
How to Create a Unique Business?			21	18			A
Introduction to Legal Issues				12			A
Managing Change in an Age of Disruption			15				A
Reading Signs and Moving Minds: Personality Analysis for Innovative Negotiation and Conflict Management				9			A
Sales Closing Techniques			6	12			A
Service Excellence			1,3				A

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GREEN PILLAR

Introduction to Sustainability for Hospitality Businesses			4			11	A
Sustainability at Our Core – Equipping You to Drive Impact		2		22			A

INDUSTRY4.0

IoT Applications In Supply Chain Management			1				A
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Course Fees (incl. GST)	A	B	C
Foreigners (unsubsidised)	\$245.25	\$305.20	528.65
Singapore Citizen < 40 years old (after funding)	\$73.58	\$91.56	158.60
Singapore PR (after funding)	\$73.58	\$91.56	158.60
Singapore Citizen ≥ 40 years old (after funding)	\$28.58	\$35.56	61.60
Singapore Citizen employed by SME (after funding)	\$28.58	\$35.56	61.60

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<https://www.nyp.edu.sg/schools/sbm/lifelong-learning/skillsfuture-series-short-courses.html>

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