

# SCHOOL OF INFORMATION TECHNOLOGY

## MAKE IT DIFFERENT

Information Technology (IT) permeates and transforms every sector of the economy, from banking and finance, business and marketing, communications and social media, biomedical and health sciences, lifestyle and entertainment to security and networking.

IT has and will continue to change the way we work, live and play. Social networking, real-time feeds, mobile applications, multiplayer online role-playing games, interactive TV and augmented reality are part and parcel of our lifestyle today. Think Twitter, Facebook, Google, MSN, App Store, OneMap, eBay and Online Spree. Can you imagine a day in your life without IT?

The national Intelligent Nation 2015 (iN2015) blueprint spells out our exciting IT-enabled digital future!

### Why Information Technology?

- IT is a key driving force of the economy.
- Enjoy excellent career prospects with the industry's constant demand for well-trained IT professionals.
- Be part of the excitement of turning new ideas into innovative applications.

### Why SIT?

- Choose from seven innovation-oriented IT courses that are designed to groom you into a skilled IT professional.
- Develop real-life IT software products and solutions for the industry with the latest cool gadgets and emerging technologies at our very own Centre for IT Innovation (CITI).
- Enrol into our Talent Development Programme as a scholar! Industry leaders collaborate with us to award bond-free scholarships to aspiring students.
- Your learning journey at SIT will be a holistic experience. We nurture your potential as an all-rounder and develop your life skills and leadership qualities.
- Our graduates are industry-relevant, industry-ready and highly sought-after by all sectors of business and industry. Choose from a wide range of exciting high-tech positions, ranging from software technologists, game developers, business intelligence analysts to enterprise solutions architects, IT security consultants, technopreneurs and social media strategists.

- Our diplomas are accorded advanced standing at many renowned universities.
- Join the ranks of our outstanding graduates, many of whom are now scholars at NUS, NTU and SMU and many prestigious overseas universities like Stanford University, University of Toronto, University of Manchester and the University of Melbourne.

### Industry-linked

Our strong collaboration with industry provides realistic, effective and relevant learning experiences for our students. Our industry partners include technology leaders and agencies such as:

- Brandtology
- Centre for Strategic Infocomm Technologies
- Cisco Systems
- Defence Science & Technology Agency
- IBM
- Microsoft
- NCS Pte Ltd
- Nokia
- Oracle
- SAP
- SAS
- StarHub

### Minimum Entry Requirements

- |   |             |
|---|-------------|
| a) English Language                     | Grade 1 - 7 |
| b) Elementary or Additional Mathematics | Grade 1 - 6 |
| c) Any two other subjects               | Grade 1 - 6 |

You must also have sat for a relevant Science or Technology subject.

### Enquiry Hotline

Please call **6550 1600** or visit [www.nyp.edu.sg/sit](http://www.nyp.edu.sg/sit) for more information.



JAE CODE:  
**C78**

# DIPLOMA IN **BUSINESS INFORMATICS**

"I have always regarded NYP as my second home. This is a place where opportunities abound for all who want to improve themselves whether in technical or soft skills. The Diploma Plus modules that I took enabled me to gain deeper knowledge in various technologies, and prepared me for my undergraduate studies.

The experience of facilitating the Freshmen Orientation has also left me with many invaluable lessons and wonderful memories. I'm grateful to SIT for equipping me with relevant knowledge and skills to overcome obstacles and scale greater heights."

## **Lee Hui Khim**

Diploma in Business Informatics with Merit  
OCBC Bank Silver Medallist  
Class of 2011

Undergraduate  
Bachelor of Computing (Information Systems)  
National University of Singapore

## **This fits me to a T!**

This is the course for you, if you want to:

- Gain the best of both worlds – in IT and Business, turning innovative ideas into profitable business solutions
- Leverage the creative use of IT in marketing & advertising, customer relationship management, business-to-business transactions and business intelligence to differentiate yourself from others

In the dynamic world of business, IT professionals are expected to play a strategic role to exploit the convergence of IT and business for strong competitive advantages.

NYP is the first polytechnic to offer the Diploma in Business Informatics, offering a progressive curriculum integrating both IT expertise and business concepts in a total business strategy. You will learn how business and IT complement each other in successful business innovations, driving new business in the globalised world. You will also have the flexibility to specialise in either the Business or IT discipline, enhancing your attractiveness to future employers and your prospects for further studies.

- Enable a new generation of businesses to leverage IT and innovative services, to better meet market demand, build brands, foster growth and engage customers
- Professional certifications offered by technology leaders such as IBM, Cisco, Microsoft, Oracle, Red Hat, SAP and Sun Microsystems

## **What will I learn?**

- How to analyse business trends, and how to grow the business by leveraging IT-enabled and IT-driven solutions
- The best practices in IT and business, and how to innovate and integrate technical expertise and business concepts progressively
- Interesting focus areas such as the new web & entrepreneurship, business development & marketing, and e-business & e-services

## **In this IT-plus+ course, you will boost your competitive advantage through:**

- A full-time industry project to sharpen your technical knowledge, business acumen and project management skills
- Local or overseas industrial attachments at companies or R&D centres to gain real-life work experience and industry exposure
- Overseas immersion opportunities to broaden your horizons and equip you with a global mindset

## **I want a great career!**

Look forward to exciting and rewarding careers in:

- E-business Development & Management
- Supply Chain & Customer Relationship Management
- E-business Consulting
- Internet-based Advertising & Promotion
- Business Intelligence & Analytics

## **Uni, here I come!**

Our diploma is well-recognised by universities in Singapore, the UK, Australia, the US, Canada and New Zealand. Local varsities and many reputable foreign universities grant advanced standing of one to two years exemption to our graduates in relevant courses.

