

SCHOOL OF BUSINESS MANAGEMENT

Why Business?

- Grasp exciting opportunities galore in the dynamic world of business.
- Learn to turn bright ideas into enterprising projects.
- Get great exposure to different cultural and business environments.

Why choose SBM?

- Run actual businesses on campus for a whole semester through our unique Teaching Enterprise Project (TEP).
- Be trained to think beyond textbook principles and cultivate an entrepreneurial mindset.
- Gain the experience of a lifetime through our Overseas Student Exchange Programme, where you'll get to study in Austria, France, Germany, Ireland, Finland, the Netherlands, Switzerland, USA, Japan and South Korea.
- Take part in our Overseas Educational Study Tours, where you'll get to visit companies and universities in countries like Japan, South Korea, China, Vietnam and Indonesia to better understand different business environments and cultures.
- Gain valuable work exposure through our Overseas Industry Placement Programme, where you can undergo internships at companies like the Walt Disney World in Orlando, USA, and the Song Be Golf Resort in Vietnam.

Minimum Entry Requirements

- a) English Language
- b) Elementary or Additional Mathematics
- c) Any two other subjects for Food & Beverage Business
Any three other subjects for the remaining courses

Grade 1 - 6
Grade 1 - 6
Grade 1 - 6

Enquiry Hotline

Please contact us at **6550 1000** or visit www.nyp.edu.sg/sbm for more information.

INVEST IN YOUR FUTURE

Sharpen your communication skills and ability to think out of the box. At NYP's School of Business Management (SBM), we don't just produce graduates. We nurture enterprising and innovative individuals equipped with excellent interpersonal skills and a global mindset.

Providing you with a broad-based business education as well as a good level of specialisation in selected modules, SBM offers nine exciting diploma courses to cater to your specific interests.

Industry-linked

At SBM's Centre for Business Innovation, you will acquire practical business knowledge from working on industry projects for renowned organisations. These include:

- Canon Singapore
- DBS Bank
- Health Sciences Authority
- Inland Revenue Authority of Singapore
- M1 Limited
- SingTel
- Singapore Post Pte Ltd
- Singapore Sports Council
- Singapore Tourism Board
- Watsons
- United Overseas Bank



JAE CODE:

C67

DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT

Specialisations in Hotel Management, Resort Management and MICE Management

Take up the challenge of an exciting career in hospitality & tourism! With the launch of the integrated resorts, the development of new attractions, and a stellar line-up of events throughout the year, tourist numbers for Singapore are expected to grow substantially.

NYP's Diploma in Hospitality & Tourism Management provides you with the necessary knowledge and expertise to succeed in this dynamic sector. In your second year, choose to specialise in Resort Management, Hotel Management, or **MICE Management (NEW)**. You will also have opportunities to participate in international student exchange programmes and gain work experience through internships of up to six months at leading hospitality and tourism organisations worldwide!

This fits me to a T!

This is the course for you, if you:

- Enjoy meeting and interacting with people from around the world
- Are passionate about creating memorable customer experiences
- Thrive in fast-paced and dynamic environments

What will I learn?

- Core business modules like Marketing, Statistics, Economics, Finance, Accounting and Human Resource Management
- Specialised modules like Managing Meetings, Incentives, Conventions & Exhibitions (MICE), Resort Development & Management, Theme Park Operations, Destination & Attractions Management, Managing Special Events & Festivals, Rooms Division Management, Food & Beverage Management and Hotel Sales & Distribution Management
- General studies modules like Professional Image for Business, Creative Thinking, Communication & New Media, among others

I want a great career!

You can have your pick of excellent career opportunities as executives in:

- Hotels
- Integrated Resorts
- Business Events Companies
- Destination & Attractions Companies

Uni, here I come!

Fulfill your degree aspirations with advanced standing at local and overseas universities, including:

Singapore

- National University of Singapore
- Nanyang Technological University
- Singapore Management University

Australia

- University of New South Wales
- University of Queensland

Switzerland

- Ecole Hoteliere Lausanne
- University of Applied Sciences Eastern Switzerland

United States

- Rosen College of Hospitality Management, University of Central Florida
- University of Nevada, Las Vegas

"With the generous support of my lecturers and classmates, I exceeded my own expectations and even earned some distinctions along the way. For me, pursuing NYP's Diploma in Hospitality & Resort Management was an option driven by my passion. I'm proud to say that it was one of the best decisions I have ever made."

Sean Lai

Diploma in Hospitality & Resort Management
Class of 2011

Undergraduate
Bachelor of Business Management
Singapore Management University

