

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

- English Language
- Elementary or Additional Mathematics
- 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:

C93

DIPLOMA IN MASS MEDIA MANAGEMENT

Developed in consultation with the Media Development Authority of Singapore and leading industry practitioners, this course will help you fulfil your aspirations of becoming a creative and business-focused media professional. The specialised skills that you will acquire from our diploma will enable you to take advantage of the strong growth in the media industry in Singapore and the Asia Pacific.

In this course, you'll undergo two years of academic learning, followed by 21 weeks of internship with a leading media company. In addition, you will spend another 21 weeks under NYP's Teaching Enterprise Project, where you'll manage an on-campus TV station, produce your own TV programmes and student magazine, among other exciting projects.

This fits me to a T!

This is the course for you, if you're:

- Aspiring to succeed in the business of media
- Passionate about producing your own TV programmes and managing a campus TV channel
- Keen to publish your own magazine
- Interested in the latest developments in Radio, Film, Advertising, Publishing and New Media

What will I learn?

- Broadcast and Business Presentation
- Journalistic Writing
- TV, New Media & Multi-Platform Production
- Media Psychology
- Print Media Management and Production
- Public Relations and Marketing Communications
- Broadcast Media Management & Programming
- General studies modules like International Film Appreciation & Critique, Professional Image for Business, Creative Thinking, Communication & New Media, Appreciating Leisure Lifestyles, Effective Communications for Better Relationships, among others

I want a great career!

You can look forward to exciting careers in the media industry as a:

- Producer/Assistant Producer
- Advertising Account Executive
- Public Relations Executive
- Scriptwriter
- Production Executive



"NYP is where I developed my passion for learning as it provides a conducive environment for my education with its excellent facilities. I really enjoy my media course as I'm constantly learning and gaining new insights about the media industry. I get to be involved in exciting projects that allow me to exercise my creativity. My lecturers and classmates are also very encouraging and helpful and this motivates me to do my best."

Lim Xue Qi

Diploma in Media Studies & Management
Year 2

- Media Buyer
- Creative Services Executive
- Editor/Reporter

Uni, here I come!

Further your studies with advanced standing in business and media-related degree courses at reputable local and overseas universities, including:

Singapore

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

Australia

- RMIT University

Europe

- Institute of Technology Carlow

Canada

- University of Lethbridge

