2021
SCHOOL OF BUSINESS MANAGEMENT
#becausewecan
We go the extra mile to create extraordinary learning experiences for our students. Get to be at the forefront of a new era of transformation. Hone your business acumen and leverage digital technologies to grow into a confident, innovative and enterprising professional.
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
Up to six months of learning opportunities in renowned global and local business organisations await you.

MANAGING REAL BUSINESSES
You’ll get to work on client-commissioned projects under the supervision of lecturers.

OVERSEAS EXPERIENCES
Study trips, overseas internships and overseas exchange programmes will give you global experiences.

A WIDE RANGE OF INDUSTRY PROJECTS
Gain an authentic and hands-on learning experience through exclusive industry projects and case studies.

Industry partners
Learn from the following renowned companies:

- Cheers Holdings
- Daikin
- Deloitte
- Dilmah Tea
- EY
- Kelly Services
- NTUC FairPrice
- Resorts World Sentosa
- Sembcorp Industries
- Singapore Swimming Association
- Singtel
- Turner Networks
- United Overseas Bank
- UPS Asia Pacific
- Zeno

Scan for more information on the diploma courses offered at School of Business Management.

The SBM Experience

Minimum Entry Requirements/2020 JAE Range of Net ELR2B2
Common Business Programme
The **Common Business Programme** is for you if you would like to explore your interest and passion before deciding on a business discipline to pursue.

Look forward to a holistic and experiential programme that lets you explore various business disciplines while acquiring core foundational business knowledge in your first semester. Discover your interests and strengths with our comprehensive education and career guidance programme. Through visits to established companies and engagement with industry practitioners, you gain more insight for making your selection.

### This programme lets you...

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

### Course Curriculum

#### YEAR 1, SEMESTER 1

**CORE MODULES**
- Business Communication Essentials
- Design Thinking for Innovation
- Management & Organisational Behaviour
- Microeconomics
- Principles of Financial Accounting
- Principles of Marketing

**COMPLEMENTARY ELECTIVES**
- General Studies

#### YEAR 1, SEMESTER 2 ONWARDS

At the end of Year 1 Semester 1, you will be able to make an informed decision to pursue any one of the following as your preferred diploma from Year 1 Semester 2 onwards:
- Diploma in Accountancy & Finance
- Diploma in Banking & Finance
- Diploma in Business Management
- Diploma in Food & Beverage Business
- Diploma in Hospitality & Tourism Management
Diploma in Accountancy & Finance
The Diploma in Accountancy & Finance is for you if you are keen to join a new generation of technologically savvy accounting professionals.

The outlook for the accounting sector remains positive amid an increasingly complex and uncertain landscape, and Singapore is projected to become Asia-Pacific’s leading accountancy hub, with over 21,000 accounting professionals. As a qualified accountant, you will be the company’s driver of change, analysing financial data and enabling management to visualise key insights into business trends.

This diploma lets you...

- Hone your skills in accounting and develop yourself in growth areas such as data analytics, internal controls and risk management.
- Gain first-hand experience working with key industry partners, which include the Big Four public accounting firms, through our six-month internship programme.
- Further your studies at universities, or take the NYP ACCA Accelerated Pathway Programme and ICAEW Certificate in Finance, Accounting and Business (CFAB).

Career Paths

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

## Course Curriculum

### Year 1

**Core Modules**

- Business Communication Essentials
- Business Communication for Innovation
- Business Software Applications
- Business Statistics
- Design Thinking for Innovation
- Financial Accounting for Business
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Financial Accounting
- Principles of Marketing

**Complementary Electives**

- General Studies

### Year 2

**Core Modules**

- Accounting System & Analytics
- Audit & Assurance
- Business Analytics
- Business Law
- Company Law & Practice
- Corporate Finance
- Forensic Accounting & Analytics
- Internal Controls & Risk Management
- Published Financial Statements & Consolidation
- Taxation

**Complementary Electives**

- General Studies

### Year 3

**Core Modules**

- Cost & Management Accounting
- Customer Experience & Relationship Management
- Entrepreneurship: New Venture Development
- International Business
- International Finance & Treasury
- Internship Programme

**Complementary Electives**

- General Studies
Diploma in Banking & Finance
The Diploma in Banking & Finance is for you if you want a career in the dynamic, fast-evolving world of banking and financial services.

Future-proof yourself for an AI-driven banking and finance world. Since SBM introduced this diploma 28 years ago, we have constantly kept the content relevant, preparing our students for the future. Our graduates have gone on to excel in their further studies and careers. This course shapes you to be a digital-ready business and finance professional.

This diploma lets you...

Discover your passion for helping individuals, SMEs and companies meet their financial needs and achieve their goals.

Receive guidance from dedicated ex-bankers/financiers-turned-lecturers, as well as local and overseas industry partners.

Look forward to working in wealth management, risk and compliance, retail, corporate and investment banking at local and international banks.

Career Paths

- Assistant Relationship Manager
- Assistant Wealth Planner
- Bancassurance Specialist
- Client Portfolio Analyst
- Client Service Officer
- Client Support Service Officer
- Compliance Analyst
- Credit and Lending Operations Analyst
- Credit Risk Analyst
- Customer Experience Executive
- Data Analyst
- Digital Transformation Executive
- Financial Planner
- Fund Management Assistant
- Innovation Executive
- Investment Analyst
- Investment Counsellor Assistant
- Operational Risk Analyst
- Product Analyst
- Product Development Analyst
- Product Marketing Executive
- Portfolio Analyst
- Research Analyst
- Transaction Banking Operations Analyst
- Trust Administrator
- User Experience Executive

YEAR 1

CORE MODULES
- Business Communication Essentials
- Business Communication for Innovation
- Business Software Applications
- Business Statistics
- Design Thinking for Innovation
- Financial Markets & Services
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Financial Accounting
- Principles of Marketing

YEAR 2

CORE MODULES
- Banking Law & Ethics
- Business Analytics
- Consumer Banking
- Corporate Finance
- Essentials of Financial & Management Accounting
- Investment Analytics & Portfolio Management
- Risk Management
- Electives (choose three modules)

WEALTH MANAGEMENT
- Investment Advisory
- Trusts, Tax & Estate Planning

FUND ADMINISTRATION
- Fund Administration & Accounting
- Global Securities Operations

FINTECH
- Digital Banking & FinTech
- Disruptive Solutions for Financial Services

YEAR 3

CORE MODULES
- Business Law
- Customer Experience & Relationship Management
- Entrepreneurship: New Venture Development
- International Business
- International Finance & Treasury
- Internship Programme

COMPLEMENTARY ELECTIVES
- General Studies
Diploma in Business Management
The Diploma in Business Management 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, among others. You will learn fundamental business subjects and critical, specialised skills such as digital marketing, business analytics and design thinking.

This diploma lets you...

Learn all about the architecture of businesses and what it takes to become a successful professional or entrepreneur.

Be enriched by a dual specialisation curriculum that combines classroom and online learning with industry projects, company visits, and local and international competitions.

Increase your market value by having opportunities to work on interesting industry projects and by studying at an overseas partner university for a semester.

Career Paths

Customer Relationship & Service Management (CRSM)
- Business Development Executive
- Customer Care Specialist
- Customer Experience Officer
Event Management (EM)
- Event Executive
- Event Planner
- Project Manager

Human Resource Management (HRM)
- HR Executive
- Talent Attraction Executive
- Talent Management Executive
International Business (IB)
- Business Development Executive
- Channel Management Executive
- International Trade Operations Executive
E-Commerce & Retail Management (ERM)
- Assistant Buyer
- E-commerce Executive
- Retail Executive
- Visual Merchandiser
Supply Chain Management (SCM)
- Freight Executive
- Inventory Planner
- Supply Chain Specialist

Marketing & Digital Communications (MDC) *new
- Brand Management Executive
- Digital Marketing Executive
- Marketing Communications Executive
- Public Relations/Corporate Communications Executive

YEAR 1

CORE MODULES
- Business Communication Essentials
- Business Communication for Innovation
- Business Software Applications
- Business Statistics
- Design Thinking for Innovation
- Financial Management
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Financial Accounting
- Principles of Marketing

COMPLEMENTARY ELECTIVES
- General Studies

YEAR 2

CORE MODULES
- Business Analytics
- Digital Marketing & Analytics
- Specialised modules relevant to chosen dual specialisation

COMPLEMENTARY ELECTIVES
- General Studies

YEAR 3

CORE MODULES
- Business Continuity & Risk Management (IB)
- Business Law
- Customer Experience & Relationship Management (ER, HRM, SCM, EM, IB, MDC)
- Entrepreneurship: New Venture Development
- Human Resource Management & Practices (CRSM, ERM, HRM, SCM, EM, IB, MDC)
- International Business (CRSM, ERM, HRM, SCM, EM, MDC)
- Internship Programme
- Teaching Enterprise Project

COMPLEMENTARY ELECTIVES
- General Studies
Specialisations in Business Management

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

1. Customer Relationship & Service Management
2. E-Commerce & Retail Management
3. Event Management
5. International Business
6. Marketing & Digital Communications
7. Supply Chain Management

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

what’s in store

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

Specialised modules
- Customer Experience Management & Design
- Customer Psychology & Analytics
- Principles & Practices of Customer Relationship Management (CRM)
- Service Operations & Innovation
If you are creative and passionate about planning and organising events, our Event Management specialisation will arm you with the right skills. With many opportunities in local and regional markets, the potential for career growth is unlimited. Your skills in event management also add value to your other specialisation, giving you opportunities to take on expanded roles in various business sectors.

**Specialised modules**
- Creating & Pitching Event Concepts
- Event Branding & Marketing
- Event Planning & Practice
- Managing Global Events

**what’s in store**
Develop a firm foundation in event management — from the conceptualisation of an event, to project management and post-event services. This will enable you to innovate event concepts, deliver effective presentations and successfully close event deals.
Employees are a company’s most valuable asset. As Singapore transitions to a manpower-lean economy, the role of human resource professionals in developing and maximising the potential of the workforce is increasingly important. With specialised skills in managing the recruitment, assessment, training and performance of employees, you can help organisations achieve their strategic goals and objectives.

**Specialised modules**
- Compensation & Benefits Management
- Employee & Industrial Relations
- Human Resource Development
- Human Resource & Mobility Management

**what’s in store**
Gain insights and hone your abilities in human resource functions such as recruitment, compensation and benefits, training and development, and performance management.

With companies seeking to increase their growth by harnessing diverse talents and opportunities worldwide, executives with a global mindset and international business skills have become even more sought after. Our International Business specialisation will give you an advantage when pursuing careers in multinational corporations and enterprises seeking to expand or venture overseas.

**Specialised modules**
- Integrated Marketing Communications
- International Business Environment
- International Business Strategy
- International Trade & Operations Management

**what’s in store**
Develop a good understanding of global affairs and knowledge in international business and trade. You will also get plenty of networking opportunities and exposure in emerging markets through study trips, overseas attachments and immersion programmes.
Skilled marketing and public relations professionals are highly sought after. Our Marketing & Digital Communications specialisation will give you the necessary skills to create awareness of and promote an organisation’s products and services, grow its brand, enhance its public image and manage crises in the digital age.

Specialised modules
- Brand Management
- Consumer Insights
- Integrated Marketing Communications
- Public Relations & Communication Management

what’s in store
Learn how you can harness your creativity to develop integrated digital marketing and communication campaigns that will benefit multinational corporations, SMEs as well as organisations in the public sector.

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 Management specialisation, you will be able to tap into the various opportunities offered by this growing sector, providing logistical services to global consumers and businesses.

Specialised modules
- International Freight Management
- Purchasing & Supply Management
- Supply Chain Management
- Warehousing & Inventory Management

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 to meet the needs of businesses and help them achieve cost-effective and superior customer service.
Diploma in Food & Beverage Business
The Diploma in Food & Beverage Business is for you if you are excited about food and aspire to manage food and beverage businesses.

Acquire both culinary and business management skills with this diploma. Hone your skills in specialised areas under the tutelage of experienced business lecturers and chefs. You will learn Western and Asian culinary skills, menu planning and revenue management, and gain hands-on experience by operating and managing the school's training restaurant and café.

This diploma lets you...

Fuel your passion for food by learning how to manage F&B businesses and mastering your culinary skills. See the world and work with established chefs and F&B managers in top hotels and restaurants. Embark on successful careers in the F&B sector, or establish and manage your own restaurants and cafés.

Career Paths

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

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

Course Curriculum

### Year 1

**Core Modules**
- Beverage Knowledge & Service
- Business Communication Essentials
- Business Statistics
- Design Thinking for Innovation
- Essentials of Food & Beverage Service
- Fundamentals of Cookery
- Microeconomics
- Principles of Financial Accounting
- Principles of Marketing

### Year 2

(Choose one specialisation)

#### F&B Management Specialisation
- Digital Marketing & Analytics
- Entrepreneurship
- Financial Management
- Food & Beverage Management
- Fundamentals of Pastry & Bakery
- Introduction to World Cuisine
- Manage & Visualise Business Data
- Management & Organisational Behaviour
- Menu Planning & Revenue Management
- Procurement & Food Logistics
- Service Operations & Innovation
- Wine, Spirits and Mixology

#### Culinary Arts Specialisation
- Advanced Pastry & Baking
- Art of Charcuterie & Garde Manger
- Asian Cuisine
- Basic Baking & Pastry
- Entrepreneurship
- International Cuisine
- Kitchen Applications & Techniques
- Meats & Seafood Identification & Application

### Year 3

(Choose one specialisation)

#### Teaching Enterprise Project
- Beverage Service
- Food & Beverage Management
- Food Service Operation

#### Internship Programme
- Central Production
- Culinary Arts
- Pastry & Baking
Diploma in Hospitality & Tourism Management
The Diploma in Hospitality & Tourism Management is for you if you love meeting people from all over the world and seek to enter the dynamic tourism and hospitality sector.

This course will open the door to opportunities around the world as we groom future leaders for the exciting hospitality and tourism industry. Our course prepares you to be adaptable, resourceful and knowledgeable in core business subjects, as well as in specialised fields like hotel management and MICE (meetings, incentives, conventions and exhibitions) management.

This diploma lets you...

Learn all about the hospitality and tourism sectors and their multiple global opportunities.
Take part in unique industry mentorship programmes that give you practical experience as well as applied learning opportunities through group project work and field trips.
Gain deep skills in areas such as hotel and resort management as well as event branding and marketing.

Career Paths

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

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

MICE Sector
- Conventions Planner & Manager
- Event Planner & Manager
- Event Operations Manager
- Incentive Travel Planner & Manager
- Wedding Planner

YEAR 1

CORE MODULES
- Business Communication Essentials
- Business Communication for Innovation
- Business Software Applications
- Design Thinking for Innovation
- Financial Management
- Introduction to Hospitality & Tourism
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Financial Accounting
- Principles of Marketing

COMPLEMENTARY ELECTIVES
- General Studies

YEAR 2

CORE MODULES
- Business Analytics
- Business Statistics
- Destination & Attractions Management
- Digital Marketing & Analytics
- Entrepreneurship
- Essentials of F&B Services
- Introduction to Lodging
- Introduction to MICE
- Service Operations & Innovation

Hotels & Resort Management Specialisation
- Food & Beverage Management
- Rooms Division Management

MICE Management Specialisation
- Event Branding & Marketing
- Managing Conferences, Meetings & Incentives

COMPLEMENTARY ELECTIVES
- General Studies

YEAR 3

CORE MODULES
- Business Continuity & Risk Management
- Business Law
- Decision Sciences & Yield Management
- International Business
- Internship Programme

Hotel & Resort Management Specialisation
- Hospitality Sales & Distribution
- Resort Operations & Management

MICE Management Specialisation
- Exhibition Management
- Managing Special Events & Festivals

COMPLEMENTARY ELECTIVES
- General Studies
Diploma in Mass Media Management
The Diploma in Mass Media Management is for you if you love content and creativity, and aspire to join the media industry.

Gain the right balance of business knowledge and media skills to help jump-start your career in the media industry. Be trained to use the latest equipment and software in our state-of-the-art NYPTV Studio@D1 and Media Hub, and work on exciting industry projects with companies such as A+E Networks, Disney, Turner Asia Pacific and Mediacorp.

This diploma lets you...

Create engaging content for audiences across various traditional and new media. You will enjoy expressing yourself creatively in various forms of communications.

Experience both classroom and hands-on learning that will boost your portfolio. Real industry projects include the National Day Parade, the Wimbledon tennis tournament in London and more.

Look forward to career opportunities at major media firms like A+E Networks, Disney, Mediacorp, Turner Asia Pacific and more.

Career Paths

• Advertising Executive
• Digital Content Producer
• Film Producer
• Journalist
• Marketing Communications Executive
• Media Content Strategist

• Media Marketing Executive
• Public Relations Executive
• Production Manager

JAE CODE C93

YEAR 1

CORE MODULES
• Business Communication Essentials
• Design Thinking for Innovation
• Digital Film & Video Production
• Digital Journalism
• Introduction to Media Industry & Management
• Management & Organisational Behaviour
• Media Financial Management
• Media Marketing Management
• Presenting for Television & Radio
• Software Applications for Mass Media
• Writing for the Mass Media

COMPLEMENTARY ELECTIVES
• General Studies

YEAR 2

CORE MODULES
• Advanced Video Production & Editing
• Business Law
• Digital Media Strategies & Management
• Digital Publication & Design
• Entrepreneurship
• Integrated Marketing Communications
• Media Content Strategies
• Media Project Management
• Media Psychology
• Media Research & Analytics
• Multi-Camera Production
• Public Relations & Communications Management

COMPLEMENTARY ELECTIVES
• General Studies

YEAR 3

CORE MODULES
• Internship Programme
• Teaching Enterprise Project

COMPLEMENTARY ELECTIVES
• General Studies
Diploma in Sport & Wellness Management
This diploma lets you... 

Fuel your passion for sport, active lifestyle and healthy living, enabling others to pursue lifelong wellness goals. Engage with lecturers and gain over 1,600 hours of hands-on practical training and internship to prepare you for the future of sport. Learn to become adaptable team players and passionate sport and wellness practitioners in Singapore and the region.

Career Paths

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

Play an integral part in Singapore’s drive to promote sport as a way of life and get Singaporeans to champion their health. This unique course combines sport and business with hands-on experiences and real-world case studies. You will be equipped with professional and industry expertise to build a valuable portfolio, which is indispensable in today’s dynamic sporting world.

The Diploma in Sport & Wellness Management is for you if you are keen to be part of Singapore’s next generation of sport business and wellness specialists.

### Course Curriculum

#### Year 1

**Core Modules**

- Business Communication Essentials
- Business Communication for Innovation
- Business Statistics
- Design Thinking for Innovation
- Health & Wellness Management
- Manage & Visualise Business Data
- Management & Organisational Behaviour
- Principles of Economics
- Principles of Financial Accounting
- Sport Administration
- Sport & Exercise Science

**Complementary Electives**

- General Studies

#### Year 2

**Core Modules**

- Business Law
- Entrepreneurship
- Exercise & Sport Psychology
- Financial Management
- Fitness Training & Programming
- Integrated Wellness Management
- International Business
- Lifestyle & Leisure Management
- Sport Marketing
- Sports Coaching
- Sports Event Planning & Operations
- Sports Facility Management

**Complementary Electives**

- General Studies

#### Year 3

**Core Modules**

- Internship Programme
- Teaching Enterprise Project

**Complementary Electives**

- General Studies
If you get the chance, go for an overseas internship. It will help you move in the right direction, as employers tend to favour independent learners who have international exposure,” says Jeremiah.

Jeremiah Yuen
DIPLOMA IN ACCOUNTANCY & FINANCE

Jeremiah had the opportunity to immerse himself in a different culture through an overseas internship with UOB Thailand. He challenged himself to go beyond his limits. Not only did he step out of his comfort zone, he also made the effort to understand the business culture in Thailand, ultimately developing a better understanding of how organisations operate overseas. He also took the chance to build his network and establish connections.

But it wasn’t all work and no play. Jeremiah spent time exploring the country with new colleagues and friends. One of his most memorable experiences was a lunch with the CEO of UOB Thailand, Mr Tan Choon Hin, who shared inspirational stories of his personal and professional journeys.

“If you get the chance, go for an overseas internship. It will help you move in the right direction, as employers tend to favour independent learners who have international exposure,” says Jeremiah.
The unwavering support from my lecturers and classmates encouraged me to strive to be the best athlete and student I could be.

Martina Lindsay Veloso

Singapore’s star shooter Martina Lindsay Veloso graduated with the Diploma in Sport & Wellness Management in 2019. She is the national record holder of the Women’s 50m Rifle Prone and a Sports Excellence (SPEX) scholar. More recently, she clinched the much-coveted title of Sportswoman of the Year at the Singapore Sports Awards 2019. At the 2018 Commonwealth Games held in Gold Coast, Australia, she won two gold medals and became the games record holder in the Women’s 10m Air Rifle and the 50m Rifle Prone, events for which she trained for within less than a year.

Though she had an intensive training schedule and competed in two to three international competitions a year, Martina was able to juggle that with her studies, classes and projects, thanks to the firm support and guidance from her lecturers. It was this support that enabled her to take on a six-month internship at the Singapore Sports Institute while training and competing, and saw her through her three-year diploma course.

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

SHERVONNE PAN
DIPLOMA IN FOOD & BEVERAGE BUSINESS

Shervonne Pan was Singapore’s representative in the Hotel Reception skill at the 45th WorldSkills Competition (WSC) in Kazan, Russia. This was the first time Hotel Reception was included in the WSC. Shervonne charmed the judges during the four days of competition with her delightful personality and guest service skills, and came in fourth place with a Medallion of Excellence after Russia, Austria and Sweden. Her result was remarkable, considering that this was the first time that Singapore participated in this area.

“I am very thankful for the support provided by the lecturers towards the preparation for the competition,” says Shervonne.
Minimum Entry Requirements

Applicants for the diploma courses must have obtained the following minimum GCE O-Level results taken at not more than two sittings of the Singapore-Cambridge GCE O-Level Examination. The minimum GCE O-Level entry requirements for the courses under the EAE, JAE, DAE and SDAE are:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language Syllabus A</td>
<td>2</td>
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<tr>
<td>Mathematics (Syllabus A/Additional)</td>
<td>3</td>
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<td>One of the following relevant subjects:</td>
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<tr>
<td>• Principles of Accounts</td>
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<td>• Literature in English</td>
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<td>• History</td>
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<td>• Combined Humanities</td>
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<tr>
<td>• Geography</td>
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<tr>
<td>• Art</td>
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</tbody>
</table>

ELMAB3 raw aggregate score (excluding CCA bonus points) ≤ 12

To be eligible for admission, you must have also sat for one of the following subjects: Art/Art & Design, Business Studies, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English/Malay/Tamil), Humanities (Social Studies, History/Geography), Introduction to Enterprise Development, Literature in Chinese, Literature in English, Literature in Malay, Literature in Tamil, Media Studies (Chinese), Media Studies (English), Music, Principles of Accounts.

Admission procedures for diploma courses

Depending on your qualifications, you may apply through one of the following Admission Exercises:

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Method of application</th>
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<tbody>
<tr>
<td>GCE O-Levels</td>
<td>Early Admissions Exercise (EAE) Application opens in June.</td>
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<tr>
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<td>Joint Admissions Exercise (JAE) Application commences on the day of release of the GCE O-Level results.</td>
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<tr>
<td>GCE N-Levels</td>
<td>Polytechnic Foundation Programme (PFP) Application commences on the day of release of the GCE O-Level results.</td>
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<tr>
<td>ITE Certificates</td>
<td>Joint Polytechnic Admissions Exercise (JPAE) Application opens in February. Early Admissions Exercise (ITE) (EAE(I)) Application opens in June.</td>
</tr>
<tr>
<td>GCE O-Levels</td>
<td>Please refer to our website for more details on Special Direct Admissions Exercise (SDAE) and Direct Admissions Exercise (DAE)</td>
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<td></td>
<td>Special Direct Admissions Exercise (SDAE) For candidates applying for the following diploma courses:</td>
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<tr>
<td></td>
<td>• Sport &amp; Wellness Management</td>
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<td>• Mass Media Management</td>
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<td></td>
<td>GCE A-Levels/IB. Application opens in Feb</td>
</tr>
<tr>
<td></td>
<td>Direct Admissions Exercise (DAE) For candidates applying for the following diploma courses:</td>
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<tr>
<td></td>
<td>• Accountancy &amp; Finance</td>
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<td>• Banking &amp; Finance</td>
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<td>• Business Management</td>
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<td>• Food &amp; Beverage Business</td>
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<td></td>
<td>• Hospitality &amp; Tourism Management</td>
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<td></td>
<td>• Common Business Programme</td>
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<tr>
<td>ITE Certificates/Malaysian SPM/STPM. Application opens in Mar</td>
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<tr>
<td>Other foreign qualifications. Application opens in Nov</td>
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ELR2B2

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<thead>
<tr>
<th>Courses</th>
<th>JAE Course Code</th>
<th>2020 JAE Range of Net ELR2B2</th>
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<tbody>
<tr>
<td>Accountancy &amp; Finance</td>
<td>C98</td>
<td>7-12</td>
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<td>Banking &amp; Finance</td>
<td>C96</td>
<td>8-13</td>
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<tr>
<td>Business Management</td>
<td>C94</td>
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<tr>
<td>Common Business Programme</td>
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<td>9-16</td>
</tr>
<tr>
<td>Food &amp; Beverage Business</td>
<td>C46</td>
<td>5-16</td>
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<tr>
<td>Hospitality &amp; Tourism Management</td>
<td>C67</td>
<td>5-14</td>
</tr>
<tr>
<td>Mass Media Management</td>
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<td>5-12</td>
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<tr>
<td>Sport &amp; Wellness Management</td>
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