



- Accountancy & Finance
- Banking & Finance
- Business Management
- Food & Beverage Business

- Hospitality & Tourism Management
- Marketing
- Mass Media Management
- Sport & Wellness Management

Nurturing confident young men and women for the 21st century.

Get the best possible head start in the business world at NYP's School of Business Management (SBM) and receive quality education with a global perspective. We are a business school with a difference.

We provide you with a global business education. You can choose from a wide range of international programmes, including a one-semester study abroad with more than 58 university partners in 19 countries.

We also operate unique Teaching Enterprises where you get to manage real businesses on campus. We have a proven track record of our graduates finding employment within six months of graduation or enrolling in good universities for further studies. Join us and be transformed into confident and enterprising graduates ready to take on the business world.

GAIN UNPARALLELED GLOBAL EXPOSURE

Education at NYP isn't just about hitting the books and academic achievements. You'll get to go on student exchanges and work attachments to experience international and intercultural learning. Through our extensive global network, you can choose to spend an entire semester studying abroad, or do an attachment at leading global companies for your internship.

EXPERIENCE INDUSTRY-BASED LEARNING

With strong industry-focused learning and

training, as well as various personal development opportunities, SBM will equip you with a wide range of skills and capabilities that you will need to achieve success as a business and management professional.

ANALYSE REAL-WORLD BUSINESS CHALLENGES

Through an extensive range of Harvard-structured case studies written by SBM lecturers, you will learn how to tackle real challenges that companies in Singapore face and apply management theories and concepts to these business scenarios.

WHY CHOOSE SBM?

- ✓ Experience a global business education.
- ✓ Gain real hands-on experience by managing businesses on campus.
- ✓ Have a fun and fulfilling learning experience with SBM's Simulation Games, real company case studies, field trips and discussions with guest speakers.
- ✓ Participate in an enhanced internship programme with structured learning outcomes at leading organisations.

DIPLOMA IN ACCOUNTANCY & FINANCE



With Singapore being the region's business and financial hub, there is a constant demand for accounting and finance professionals to fill a range of positions in every industry sector.

The Diploma in Accountancy & Finance course offers diverse career options, opportunities for further studies, and the chance to obtain internationally recognised professional certifications.

Under the NYP-ACCA Accelerated Pathway Programme, students

can work towards the Association of Chartered Certified Accountants (ACCA) accounting qualification while studying for their diplomas at NYP.

To facilitate a well-rounded teaching and learning environment with realistic workplace application, NYP has also partnered Ernst & Young (Singapore) to offer these students a six-month Enhanced Internship Programme.

WHY THIS DIPLOMA?

- Get a comprehensive broad-based business education through core modules carefully selected to give you an understanding of business process development and operations.
- Gain specialised skills through a well-designed curriculum with dual emphasis on accounting and finance.
- Receive value-added education and training that cultivate an entrepreneurial mindset.
- Acquire diverse cultural experiences and opportunities to understand business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OITP) and Overseas Study Trips.

IT WILL ENABLE YOU TO...

- Be well-prepared for multiple career paths in the accounting and finance industries.
- Further your studies at the university level and earn accreditation from international professional accounting bodies.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

You may be accepted for degree courses by local and overseas institutions at advanced standing. You can also expect partial exemptions from professional certification exams by bodies such as ACCA, Chartered Institute of Management Accountants (CIMA), and The Institute of Chartered Accountants in England and Wales (ICAEW). NYP's Diploma in Accountancy & Finance course is one of the first in Singapore to be granted the highest number of paper exemptions — six from ACCA, seven from CIMA and seven from ICAEW.

CAREER PROSPECTS

Look forward to career opportunities in executive and middle management positions in the public and private sectors, covering areas such as:

- Financial accounting
- Cost accounting
- Management accounting
- Financial management
- Risk management
- Auditing
- Taxation
- Treasury operations

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects** Grade 1 – 6

[^] Please refer to the section on entry requirements for diploma courses for more details.

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0007** Microeconomics
- BM0008** Macroeconomics
- BM0019** Principles of Marketing
- BM0022** Effective Writing Skills
- BM0121** Cost Accounting
- BM0701** Effective Oral Communication
- BM3034** Business Statistics
- BM4010** Management & Organisational Behaviour
- BM4080** Business Software Applications
- BM4104** Introduction to Financial Accounting
- BM4105** Intermediate Financial Accounting

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

- BM0240** International Finance & Treasury
- BM0742** Business Law
- BM4022** Company Law & Practice
- BM4106** Advanced Financial Accounting
- BM4107** Internal Controls & Risk Management
- BM4108** Published Financial Statements & Consolidation
- BM4109** Taxation
- BM4110** Management Accounting
- BM4111** Audit
- BM4202** Corporate Finance

General Studies*

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM0055** Human Resource Management & Practices
- BM0180** International Business
- BM4081** Business Analytics
- BM4369** Social Customer Relationship Management
- BM4401** Entrepreneurship: New Venture Development

General Studies*

In Year 3, choose to do either a 24-week internship or a Teaching Enterprise Project and a 12-week internship:

- BM0150** Internship Programme (24 weeks)
- BM1088** Teaching Enterprise Project
- BM1089** Internship Programme (12 weeks) or

General Studies*

DIPLOMA IN BANKING & FINANCE

With electives in Wealth Management, Fund Administration and Financial Technology



This enhanced course offers a solid foundation in core banking with popular electives in Wealth Management, Fund Administration and Financial Technology.

The flexible curriculum is the result of hours of consultation with industry leaders from local banks and major international financial institutions, which have consistently hired more than 90 per cent of our graduates. The diploma

will enhance your future-enabled skills such as digital awareness, data-driven decision making, innovation and entrepreneurial thinking, as well as communication and risk management in a digitised world.

Graduates who plan to further their studies will get exemptions from local and overseas universities. You can also pursue professional qualifications in ACCA and ICAEW with advanced standing upon graduation.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.

WHY THIS DIPLOMA?

- The only banking diploma programme in Singapore that allows students to choose any 3 elective modules across 3 key focal areas in the finance industry today.
- Our graduates are much sought-after, as evidenced by the high graduate employment rate and starting salaries.
- Get exemptions for examinations administered by The Institute of Banking and Finance Singapore.
- Exposure to a wealth of live financial information from Bloomberg terminals used by the majority of financial institutions.
- Go on SBM-organised overseas study immersion trips, Overseas Student Exchange Programmes (OSEP) and Overseas Internship Programmes (OITP) to gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America.

IT WILL ENABLE YOU TO...

- Demonstrate professional competence in banking and finance related issues, and develop solutions to help organisations make better and informed business decisions.
- Gain employment in banking, finance or related fields, or be accepted into relevant or related undergraduate and/or professional training programmes.
- Lead, collaborate and communicate effectively in multi-disciplinary teams.
- Contribute to innovative and enterprising endeavours.
- Possess a regional and global mindset, enabling you to contribute to a borderless financial world.
- Demonstrate social responsibility, professionalism and ethical behaviour.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

Eligible for advanced standing into degree programmes by local and overseas universities, and exemptions for the Capital Markets and Financial Advisory Services Examinations administered by The Institute of Banking and Finance Singapore.

CAREER PROSPECTS

You will find excellent career opportunities in executive and middle management positions within the corporate, private and personal banking operations of local and international banks. You can also pursue careers in investment banking and financial advisory services.

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects**, Grade 1 – 6

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0007** Microeconomics
- BM0008** Macroeconomics
- BM0019** Principles of Marketing
- BM0022** Effective Writing Skills
- BM0075** Essentials of Financial & Management Accounting
- BM0701** Effective Oral Communication
- BM3034** Business Statistics
- BM4010** Management & Organisational Behaviour
- BM4080** Business Software Applications
- BM4101** Fundamentals of Accounting
- BM4201** Financial Markets & Instruments

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

- BM0484** Banking Law & Ethics
- BM0742** Business Law
- BM4202** Corporate Finance
- BM4203** Personal Banking
- BM4205** Credit Analysis & Administration
- BM4206** Risk Management
- BM0240** International Finance & Treasury

General Studies*

Electives – Wealth Management

- BM4021** Trusts, Tax & Estate Planning
- BM4208** Investment Advisory

Electives – Fund Administration

- BM4209** Global Securities Operations
- BM4210** Fund Administration & Accounting

Electives – FinTech

- BM4212** Digital Banking & FinTech
- BM4213** Disruptive Solutions for Financial Services

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM0055** Human Resource Management & Practices
- BM0150** Internship Programme (24 weeks)
- BM0180** International Business
- BM4081** Business Analytics
- BM4369** Social Customer Relationship Management
- BM4401** Entrepreneurship: New Venture Development

General Studies*

[^] Please refer to section on entry requirements for diploma courses for more details.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.

DIPLOMA IN BUSINESS MANAGEMENT



Singapore is a thriving international business hub and with a huge demand for trained business professionals in a broad spectrum of industries and sectors. This course offers a strong grasp of the fundamentals of Business Management, as well as a competitive edge with dual specialisations. You get to choose two out of our six specialisations in Customer Relationship & Service Management (CRSM), Event Management

(EM), Human Resource Management (HRM), International Business (IB), Retail Management (RM) and Supply Chain Management (SCM).

Get practical learning at various live business centres on campus through SBM's innovative Teaching Enterprise Project. This, together with the Internship Programme, will help you develop into an innovative and enterprising individual.

WHY THIS DIPLOMA?

- Enjoy more career options by specialising in two areas of business that you can select from the six that we offer.
- The holistic academic and practical training (Teaching Enterprise Project and Internship Programme) enhances your competitiveness for entry into the industry immediately after graduation.
- Gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OITP) and Overseas Study Trips.
- Get opportunities to participate in competitions that prepare you for the industry.

IT WILL ENABLE YOU TO...

- Get a comprehensive broad-based business education through carefully selected core business modules.
- Develop essential lifelong skills, such as creative and critical thinking, problem solving, and data analytical, communication, interpersonal and IT skills.
- Cultivate a regional and global mindset to contribute to a borderless and diverse business environment.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

Your good academic achievements at SBM will give you a better chance of being accepted for degree courses by local and reputable overseas universities, some of which offer advanced standing of up to one and a half years.

CAREER PROSPECTS

You will find good career opportunities in executive and middle management positions in areas such as:

- Customer Relationship and Service Management
- Event Management
- Human Resource Management
- International Business
- Retail Management
- Logistics and Supply Chain Management

Your complementary specialisations will not only allow you to value-add to the organisation you are working for, but also provide you with more opportunities for further education and career development.

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results: :

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects** Grade 1 – 6

[^] Please refer to section on entry requirements for diploma courses for more details.

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0007** Microeconomics
- BM0008** Macroeconomics
- BM0019** Principles of Marketing
- BM0022** Effective Writing Skills
- BM0701** Effective Oral Communication
- BM3034** Business Statistics
- BM4009** Design Thinking For Innovation
- BM4010** Management & Organisational Behaviour
- BM4080** Business Software Applications
- BM4101** Fundamentals of Accounting
- BM4103** Financial Management

General Studies*

YEAR 2 – SEMESTERS 1 & 2

- BM0396** Digital Marketing
- BM4081** Business Analytics

General Studies*

Specialisations (Choose two from the following six specialisations)

Customer Relationship & Service Management (CRSM)

- BM4361** Principles & Practices of Customer Relationship Management (CRM)
- BM4362** Service Operations & Innovation
- BM4363** Customer Psychology & Analytics
- BM4364** Customer Experience Management & Design

Human Resource Management (HRM)

- BM4301** Human Resource and Mobility Management
- BM4302** Human Resource Development
- BM4303** Employee and Industrial Relations
- BM4304** Compensation and Benefits Management

Retail Management (RM)

Core Modules

- BM4301** Retail Management & Visual Merchandising
- BM4322** Omni-channel Management
- BM4303** Retail Buying & Ethics
- BM4304** Retail Merchandising & Analytics

Supply Chain Management (SCM)

- BM4341** Supply Chain Management
- BM4342** Warehousing and Inventory Management
- BM4343** Purchasing and Supply Management
- BM4344** International Freight Management

Event Management (EM)

- BM4325** Creating and Pitching Event Concepts
- BM4326** Event Planning and Practice
- BM4327** Event Branding and Marketing
- BM4328** Managing Global Events

International Business (IB)

- BM4402** International Business Environment
- BM4403** International Trade & Operations Management
- BM4404** International Business Strategy
- BM4504** Integrated Marketing Communications

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM0055** Human Resource Management & Practices (CRSM, EM, IB, RM, SCM)
- BM0742** Business Law
- BM1088** Teaching Enterprise Project
- BM1089** Internship Programme (12 weeks) or
- BM0150** Internship Programme (24 weeks)
- BM0180** International Business (EM) or
- BM0973** Business Continuity & Risk Management (IB)
- BM4305** Psychology in Human Resource Management (for HRM)
- BM4369** Social Customer Relationship Management
- BM4401** Entrepreneurship: New Venture Development

General Studies*

DIPLOMA IN FOOD & BEVERAGE BUSINESS



For a successful career in food & beverage (F&B), this course allows you to specialise in F&B Management or Culinary Arts. In the F&B management specialisation, students will learn strategies for restaurant operations and excel in F&B service. In the Culinary Arts specialisation, students will learn techniques to enhance their cooking skills and excel in food preparation.

During the Teaching Enterprise Project attachments, students have the

opportunity to work with and be mentored by celebrity chefs in our training restaurant L'Rez, and practise running an F&B establishment at our training café, L'Café. Culinary Arts students also have the opportunity to produce their own creations at our training kitchen, The Central Production Kitchen.

When you graduate, you will be ready to be a future leader or a successful entrepreneur in the F&B trade.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.

WHY THIS DIPLOMA?

- You can choose between two exciting specialisations: F&B Management or Culinary Arts.
- Gain culinary skills that will make you a maestro in various disciplines in the kitchen.
- Learn the essentials of starting and running your own F&B business.
- Pick up real-world F&B management skills to run your own business successfully.
- Gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OIP) and Overseas Study Trips.

IT WILL ENABLE YOU TO...

- Gain a broad-based, comprehensive and well-balanced education through modules in business management, food service management and culinary arts.
- Develop essential lifelong skills, such as creative and logical thinking, problem solving, and analytical, collaborative and communication skills.
- Gain employment in F&B and culinary fields, or be accepted into related undergraduate and/or professional training programmes.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

With good academic achievements, you may be accepted for degree courses in reputable local and overseas universities, some with advanced standing of up to one and a half years in the following areas:

- Business Management
- Hospitality Management
- Culinary Arts
- Food Service Management
- Marketing
- Entrepreneurship and Start-ups
- Operations Management
- Baking & Pastry Arts

CAREER PROSPECTS

Look forward to exciting and rewarding careers in the F&B industry.

For F&B Management Specialisation graduates:

- Beverage service: Barista, Bartender, Sommelier, Wine Specialist
- F&B service: Captain, Service Manager, F&B Executive, Outlet Manager
- F&B business: Operations Manager, Marketing Executive, Procurement Executive, Entrepreneur and Start-up Owner

For Culinary Arts Specialisation graduates:

- Culinary arts: Sous Chef, Chef de Partie, Senior Cook
- Pastry & baking: Head Baker, Baker, Assistant Pastry Chef, Pastry Cook
- Central kitchen: Production Supervisor, Production Leader, Catering Coordinator

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects** Grade 1 – 6

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0019** Principles of Marketing
- BM3034** Business Statistics
- BM3035** Economics
- BM3037** Business Communication Skills
- BM3201** Essentials of Food & Beverage Business
- BM3205** Beverage Knowledge & Service
- BM4009** Design Thinking for Innovation
- BM4101** Fundamentals of Accounting
- CL1831** Basic Cookery & Food Service
- CL1839** Food Safety & Hygiene
- CL1840** Kitchen Fundamentals & Culinary Science

CL2859 Stock and Sauces Preparation

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

F&B Management Specialisation

- BM0185** Entrepreneurship
- BM0396** Digital Marketing
- BM0952** Kitchen & Restaurant Operations Management & Organisational Behaviour
- BM4010** Management & Organisational Behaviour

F&B Management Specialisation

- BM3850** Food & Beverage Management Practicum
- BM1091** Internship Programme (21 weeks)

Culinary Arts Specialisation

- BM4103** Financial Management
- BM4362** Service Operations & Innovation
- BM4801** Menu Planning & Revenue Management

- BM4802** Procurement & Food Logistics
- BM4803** Wine, Spirits, and Mixology
- CL2876** Fundamentals of Pastry & Bakery
- CL2877** Introduction to World Cuisine

Culinary Arts Specialisation

- CL1837** Basic Baking & Pastry
- CL2870** Kitchen Applications & Techniques
- CL2871** Advanced Pastry & Baking
- CL2872** Meats & Seafood Identification & Application

- CL2873** Art of Charcuterie & Garde Manger
- CL2874** Asian Cuisine
- CL2875** International Cuisine

- BM0185** Entrepreneurship

General Studies*

YEAR 3 – SEMESTERS 1 & 2

Core Modules

F&B Management Specialisation

- BM3850** Food & Beverage Management Practicum
- BM1091** Internship Programme (21 weeks)

Culinary Arts Specialisation

- BM3851** Culinary Arts Practicum
- BM1091** Internship Programme (21 weeks)

[^] Please refer to section on entry requirements for diploma courses for more details.

* To complete 75 hours of General Studies Modules each in Year 1 and Year 2.

DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT

With specialisation in Hotel & Resort Management or MICE Management



All great journeys begin with a single step. This course opens the doors to exciting career opportunities around the world, grooming you to be a future leader in the dynamic tourism industry. You will be equipped with the requisite skills, relevant knowledge and specialised training to succeed in this growth sector, which includes hotel, resort, and MICE

(meetings, incentives, and conventions and exhibitions) businesses.

Our curriculum, which includes specialised subjects in Hotel & Resort Management or MICE Management, will help prepare you to be adaptable, resourceful and knowledgeable. You will also develop knowledge in areas unique to the hospitality and tourism sector.

WHY THIS DIPLOMA?

- Choose to specialise in Hotel & Resort Management or MICE Management.
- Do internships at leading hospitality and tourism organisations locally and overseas.
- Gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OITP) and Overseas Study Trips.

IT WILL ENABLE YOU TO...

- Get a broad-based real-world business education with good understanding of business processes and operations.
- Have unique knowledge specific to hotel and resort, or MICE management.
- Gain valuable experience in relevant work environments through internship attachments locally or overseas.
- Communicate professionally, collaborate effectively, and manage cultural diversity among stakeholder groups.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

Based on academic results, you may be accepted into a degree programme at local or overseas universities, with advanced standing and module exemptions. Exemptions are also available for professional certifications administered by the Singapore Association of Convention and Exhibition Organisers and Suppliers.

CAREER PROSPECTS

You can pursue rewarding careers as executives in:

- Hotels & integrated resorts
- Corporate meetings & events companies
- Destination & attractions companies
- Retail businesses
- Airlines & cruise ships

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects** Grade 1 – 6

[^] Please refer to section on entry requirements for diploma courses for more details.

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0007** Microeconomics
- BM0008** Macroeconomics
- BM0019** Principles of Marketing
- BM0022** Effective Writing Skills
- BM0701** Effective Oral Communication
- BM0703** Business Software Applications
- BM0970** Introduction to Hospitality & Tourism
- BM0971** Introduction to Lodging
- BM4010** Management & Organisational Behaviour
- BM4101** Fundamentals of Accounting
- BM4103** Financial Management

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

- BM0185** Entrepreneurship
- BM0396** Digital Marketing
- BM0742** Business Law
- BM0925** Destination & Attractions Management
- BM0980** Introduction to MICE
- BM3034** Business Statistics
- BM3201** Essentials of F&B Services
- BM4081** Business Analytics
- BM4362** Service Operations & Innovation

General Studies*

Hotel & Resort Management Specialisation

- BM0938** Resort Operations & Management
- BM0950** Rooms Division Management

MICE Management Specialisation

- BM0915** Events Branding, Marketing & Promotions
- BM0982** Exhibitions Management

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM0055** Human Resource Management and Practices
- BM0180** International Business
- BM0926** Decision Sciences and Yield Management
- BM0150** Internship Programme (24 weeks)
- BM0973** Business Continuity & Risk Management

General Studies*

Hotel & Resort Management Specialisation

- BM0953** Food & Beverage Management
- BM4701** Hospitality Sales & Distribution

MICE Management Specialisation

- BM0936** Managing Special Events & Festivals
- BM4702** Managing Conferences, Meetings & Incentives

DIPLOMA IN MARKETING



Marketing is a core function of a business and critical to profitability. SBM's Diploma in Marketing is the perfect launch pad for you if you're keen on a career in marketing or one of its related disciplines. Build a strong foundation in the fundamentals of marketing before progressing to specialised modules in three key areas: Marketing Management, Public Relations (PR) and Digital Marketing.

In Marketing Management, discover how best to market products

by understanding consumer behaviour, integrated marketing communications and brand management. In Public Relations, learn how to become the voice of a campaign by studying PR and communication management, PR campaign planning and crisis management. In Digital Marketing, learn to reach your customers directly and effectively via smartphones and social media.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.

WHY THIS DIPLOMA?

- Be equipped with knowledge in three specialised areas: Marketing Management, Public Relations and Digital Marketing.
- Be recognised by employers and accredited by universities and professional bodies, such as Chartered Institute of Marketing (CIM), Marketing Institute of Singapore (MIS) and Institute of Advertising Singapore (IAS).
- Benefit from a practice-oriented learning environment that incorporates our unique Teaching Enterprise Project, Internship Programme and case study-based learning.
- Gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OIP) and Overseas Study Trips.

IT WILL ENABLE YOU TO...

- Get a comprehensive broad-based business education through carefully selected core business modules for an understanding of business process development and operations.
- Gain employment in marketing-related fields in all industries or be accepted into related undergraduate courses for further studies.
- Develop essential lifelong skills, such as creative and logical thinking, problem solving, and analytical, communication, interpersonal and IT skills.
- Gain a regional and global mindset to contribute to a borderless business world.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

With good academic achievements, you may be accepted for degree courses by local and overseas institutions of higher learning at advanced entry levels. Some may offer you admission to their programmes with advanced standing and credit transfers.

CAREER PROSPECTS

Your competencies will be in high demand as marketing is a cornerstone and key discipline in business. You will find good career opportunities in executive and middle management positions, engaging in exciting marketing functions such as:

- Advertising
- Brand management
- Digital marketing
- Event management
- Integrated marketing communications
- Marketing research
- Public relations

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects**, Grade 1 – 6

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0007** Microeconomics
- BM0008** Macroeconomics
- BM0019** Principles of Marketing
- BM0022** Effective Writing Skills
- BM0701** Effective Oral Communication
- BM3034** Business Statistics
- BM4009** Design Thinking for Innovation
- BM4010** Management & Organisational Behaviour
- BM4080** Business Software Applications
- BM4101** Fundamentals of Accounting
- BM4103** Financial Management

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

- BM0140** Consumer Behaviour
- BM0285** Brand Management
- BM0396** Digital Marketing
- BM0742** Business Law
- BM4501** Marketing Management
- BM4502** Marketing Research
- BM4503** PR & Communication Management

General Studies*

Prescribed Electives

- BM4322** Omni-channel Management
- BM4505** Services Marketing Management
- BM4506** PR Campaign Planning
- BM4507** Crisis Management
- BM4508** Pitching for Different Media Platforms
- BM4509** Digital Marketing Analytics

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM0055** Human Resource Management & Practices
- BM0180** International Business
- BM1088** Teaching Enterprise Project
- BM1089** Internship Programme (12 weeks) or
- BM0150** Internship Programme (24 weeks)
- BM4369** Social Customer Relationship Management
- BM4401** Entrepreneurship : New Venture Development
- BM4504** Integrated Marketing Communications

General Studies*

[^] Please refer to section on entry requirements for diploma courses for more details.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.

DIPLOMA IN MASS MEDIA MANAGEMENT



Be prepared for a dynamic career in the media industry with a Diploma in Mass Media Management.

Acquire communication, production and management skills while getting hands-on training in broadcasting, digital media, advertising, journalism and corporate communications.

Under the Teaching Enterprise Project (TEP) at NYP's brand-new Media Hub, you will pick up skills through managing the NYPTV campus

television channel, publishing your own magazine, or developing quality video productions. Our multi-camera studio, which offers the latest industry standard equipment, will certainly unleash the creative individual in you.

During your final year, you will be placed in an exciting 21-week industry attachment with a partner company where you will work with and learn from established professionals.

WHY THIS DIPLOMA?

- Receive a broad-based mass media education with a strong business perspective, and be well-versed in media production, communication and management skills.
- Learn to develop and produce content for different media, and manage our on-campus TV channel, NYPTV.
- Gain internship opportunities with key industry players such as FOX Networks Group, Mediacorp, Singapore Press Holdings, Discovery Networks Asia-Pacific, The Walt Disney Company and BBC Worldwide.
- Develop a global mindset with opportunities for diverse cultural experiences and business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OITP) and Overseas Study Trips.

IT WILL ENABLE YOU TO...

- Gain employment in media-related fields or start, develop and manage your own media business.
- Gain entry into related undergraduate programmes for further studies.
- Manage media projects during a 21-week TEP programme supervised by lecturers with extensive industry experience.
- Manage campus channel NYPTV, from programme acquisition and scheduling, developing and executing promotion campaigns to managing TV airtime.
- Manage the publication of a student magazine and its online version.

DURATION

Three academic years on a full-time basis

FURTHER EDUCATION

You may receive advanced standing in business and media-related degree courses at reputable universities both local and overseas, such as RMIT University, University of New South Wales and Curtin University of Technology in Australia, and Northumbria University in the UK.

CAREER PROSPECTS

You can look forward to a challenging career as a journalist, photojournalist, sub-editor, graphics editor, production assistant, production manager, producer, scriptwriter, multimedia editor, camera operator, studio crew or executive, account and advertising executive, media buyer, public relations executive, corporate communications executive, digital media producer, webknowledgegist, content manager, content strategist, media strategist, digital communication professional or independent filmmaker.

ENTRY REQUIREMENTS[^]

You must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects**, Grade 1 – 6

[^] Please refer to section on entry requirements for diploma courses for more details.

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0600** Media Marketing Management
- BM0603** Journalistic Writing
- BM0604** People & Supervisory Management
- BM0605** Media Financial Management
- BM0608** Business Presentation Skills
- BM0620** Introduction to Media Industry & Management
- BM0641** Media Buying & Sales Negotiation
- BM0662** Digital Film & Video Production
- BM0663** Writing for the Mass Media
- BM0665** Software Applications for Mass Media
- BM0669** Presenting for TV & Radio

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

- BM0185** Entrepreneurship
- BM0280** Integrated Marketing Communications
- BM0606** Media Market Research
- BM0625** Multi-Camera Production
- BM0642** Broadcast Media Management & Programming
- BM0643** Media Production Management
- BM0645** Print Media Management
- BM0664** Advanced Video Production & Editing
- BM0667** Digital Media Strategies & Management
- BM0668** Media Psychology
- BM0742** Business Law
- BM4503** Public Relations & Communications Management

General Studies*

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM0688** Teaching Enterprise Project
 - BM1091** Internship Programme (21 weeks)
- #### General Studies*

DIPLOMA IN SPORT & WELLNESS MANAGEMENT



Ignite your passion for sports with the longest running sport management diploma programme in Singapore. SBM's Diploma in Sport & Wellness Management gives you the opportunity to combine your passion for sports and events with in-depth understanding and business fundamentals in the sport, event and leisure sectors.

Through a curriculum designed and delivered in collaboration with industry professionals, you will be equipped with the skills and

knowledge needed in today's vibrant sporting industry.

You will progressively gain essential knowledge and skills in these areas over three action-filled years. Your studies will include sport-specific business learning, giving you a distinct advantage in this highly competitive industry. NYP's partnership with Hampton University (USA) and Northumbria University (UK) offers you the opportunity to embark on a semester-long overseas study exchange programme.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.

WHY THIS DIPLOMA?

- Its sport-business syllabus combines business principles and essential sport-specific knowledge and skills that are recognised in Singapore and overseas.
- Develop your passion for sport into a career using the world-class sport infrastructure and opportunities available in and around Singapore.
- Learn through regular engagement in real-life, practical projects and applied learning opportunities via the Teaching Enterprise Project module, which includes field trips, active tutorial discussions, guest speakers and case studies, as well as a 21-week enhanced internship stint in the industry.
- Gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America through our Overseas Student Exchange Programmes (OSEP), Overseas Internship Programmes (OIP) and Overseas Study Trips.

IT WILL ENABLE YOU TO...

- Demonstrate professional competence in sport and wellness management and business-related issues, and develop solutions to help organisations make better and more informed business decisions.
- Gain employment in the sport and wellness industry and related fields, or be accepted into relevant or related undergraduate and/or professional training programmes.
- Lead, collaborate and communicate effectively in multidisciplinary teams.
- Contribute to innovative and enterprising endeavours.
- Possess a regional and global mindset to contribute in a borderless business/sporting world
- Demonstrate social responsibility, professional conduct and firm ethics, and be engaged in lifelong learning.

DURATION

Three academic years on a full-time basis.

FURTHER EDUCATION

There are numerous local and overseas universities that offer business and management degrees, many of which also include specialist sport management programmes. Many of our graduates, whatever their chosen specialisation, have successfully completed related degrees with advanced standing and credit transfers at various universities. Those with good academic achievements may also be accepted for general degree courses by local institutions of higher learning, at advanced standing.

CAREER PROSPECTS

There are many benefits to working in sport management, like having colleagues who share a common love of sport and wellness. Our graduates enjoy carving out careers in this field as it allows them to be completely engaged in “work and play” on the job. You can look forward to career opportunities in the sport, fitness and leisure industry, which spans the private, public and non-profit sectors, including:

- Sports marketing, promotion or development
- High performance management
- Corporate health and wellness
- Community relations and education
- Physical fitness
- Sport retail golf and country club management
- Sports facility management
- Leisure administration

ENTRY REQUIREMENTS[^]

Applicants for this diploma course must have obtained the following minimum GCE O Level results:

- **English Language (EL1)** Grade 1 – 6
- **Elementary/Additional Mathematics** Grade 1 – 6
- **Any three other subjects**, Grade 1 – 6

Special Direct Admissions Exercise will also be offered to applicants who excel in sports. Shortlisted applicants will be required to attend an interview session to assess their suitability for the programme.

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

Core Modules

- BM0019** Principles of Marketing
- BM0022** Effective Writing Skills
- BM0341** Sport & Exercise Science
- BM0366** Sport Administration
- BM0701** Effective Oral Communication
- BM3034** Business Statistics
- BM3035** Economics
- BM4010** Management & Organisational Behaviour
- BM4080** Business Software Applications
- BM4101** Fundamentals of Accounting

General Studies*

YEAR 2 – SEMESTERS 1 & 2

Core Modules

- BM0180** International Business
- BM0185** Entrepreneurship
- BM0346** Lifestyle & Leisure Management
- BM0347** International Sport Management
- BM0348** Sports Facility Management
- BM0349** Sports Coaching
- BM0357** Health & Wellness Management
- BM0370** Sport Marketing
- BM0371** Fitness Training & Programming
- BM0372** Exercise & Sport Psychology
- BM0742** Business Law
- BM4103** Financial Management

General Studies*

YEAR 3 – SEMESTERS 1 & 2

Core Modules

- BM4690** Teaching Enterprise Project (21 weeks)
- BM1091** Internship Programme (21 weeks)

General Studies*

[^] Please refer to section on entry requirements for diploma courses for more details.

* To complete 60 hours of General Studies Modules each in Year 1 and Year 2, and 30 hours of General Studies Modules in Year 3.