



JAE CODE C94

Diploma in Business Management

Diploma in Business Management

This 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.

You will learn fundamental business subjects and critical, specialised skills such as digital marketing, business analytics and design thinking.

This diploma lets you...

- Learn the architecture of businesses and how to succeed as a professional or an entrepreneur.
- Be enriched by a dual-specialisation curriculum and pick from 12 specialisation combinations.
- Enhance your market value with your experience in working on industry projects in which you solve real business challenges.

Career Paths

Customer Experience & Relationship Management

- Business Development Executive
- Customer Care Specialist
- Customer Experience Officer

E-Commerce & Retail Management

- Assistant Buyer
- E-commerce Executive
- Retail Executive
- Visual Merchandiser

Event Design & Management

- Event Executive
- Event Planner
- Project Manager

Human Capital Management

- Human Capital Executive
- Talent Attraction Executive
- Talent Management Executive

International Business Management

- Business Development Executive
- Channel Management Executive
- International Trade Operations Executive

Marketing & Digital Communications

- Brand Management Executive
- Digital Marketing Executive
- Marketing Communications Executive
- Public Relations/Corporate Communications Executive

Supply Chain & Logistics Management

- Freight Executive
- Inventory Planner
- Supply Chain Specialist

Benefits

- Acquire in-demand skills in emerging business areas such as Customer Experience & Relationship Management, Human Capital Management, International Business Management, E-Commerce & Retail Management, Supply Chain & Logistics Management, Event Design & Management and Marketing & Digital Communications.
- Interdisciplinary training by business professionals, tapping the pooled resources and strengths of various business disciplines and industry partnerships.
- Look forward to exciting career opportunities with top businesses.

Course Structure

The NYP-PCM for Diploma in Business Management consists of:

• 23 Competency Units

Within each Competency Unit, the skills and knowledge of different disciplines are integrated and taught holistically. This enables you to fulfil specific work tasks upon completion.

• 6 Course Competencies

Each Course Competency consists of a collection of Competency Units that develops specific learning outcomes and competencies.

• 2 Competency Canvases

Each Competency Canvas consists of a collection of Competency Units and a Work-Integration Unit (WIU), which is a workplace-contextualised project. Competency Canvases help you develop and demonstrate your abilities to perform work tasks at a higher proficiency.

• 1 Teaching Enterprise Project

• 1 Internship Programme

• 11 General Studies Modules

These modules allow you to explore other areas of interest beyond your chosen area of specialisation.

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Competency Canvases

These consist of Competency Units and workplace-contextualised projects known as Work-Integration Units (WIUs).

1. Innovation & Entrepreneurship

- Data Science Fundamentals & Analytics
- Financial Accounting & Interpretation
- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Strategic Business Communication

You will take one of the following four Competency Canvases based on your chosen area of specialisation:

2a. Customer Experience Engagement

- Customer Experience Development Project (WIU)
- Experience Design & Management
- Service Management
- Strategic Business Communication
- User-Centred Design

2b. Omnichannel Management

- Marketing
- Omnichannel Management & Analytics
- Retail Management & Visual Merchandising
- Retail Strategy & Sustainability Project (WIU)
- User-Centred Design

2c. Strategic Human Capital Management

- Human Resource Planning & Practices Project (WIU)
- Strategic Business Communication
- Talent Attraction & Employee Relations
- Talent Development & Management
- User-Centred Design

2d. Supply Chain Management

- Applied Statistics for Business
- Supply Chain Solutioning Project (WIU)
- Supply Chain Technologies & Operations
- User-Centred Design
- Warehouse Management & Analytics

Course Competencies

Completing the required Competency Units will equip you with four Course Competencies:

1. Business Collaboration
2. Business Communication & Innovation
3. Business Intelligence & Data Science
4. Business Operations & Resource Management

Plus one of the following four Course Competencies:

- 5a. Customer Experience & Relationship Management
- 5b. E-Commerce & Retail Management
- 5c. Human Capital Management
- 5d. Supply Chain & Logistics Management

And one of the following three Course Competencies:

- 6a. Event Design & Management
- 6b. International Business Management
- 6c. Marketing & Digital Communications

Competency Units

YEAR 1

- Application of Business Fundamentals
- Applied Economics for Business
- Applied Statistics for Business
- Business IT & Spreadsheet Modelling
- Financial Accounting & Interpretation
- International Business Analysis
- Marketing
- Professional Business Communication
- Strategic Business Communication
- User-Centred Design

YEAR 2

- Data Science Fundamentals & Analytics
- Financial Management & Analysis
- People & Team Management
- Stakeholder Relationship Management

FIRST SPECIALISATION

1. Customer Experience & Relationship Management

- Customer Experience Development Project (WIU)
- Customer Management & Analytics
- Experience Design & Management
- Service Management

2. E-Commerce & Retail Management

- Omnichannel Management & Analytics
- Retail Buying & Category Management
- Retail Management & Visual Merchandising
- Retail Strategy & Sustainability Project (WIU)

3. Human Capital Management

- Human Resource Planning & Practices Project (WIU)
- Performance & Rewards Management
- Talent Attraction & Employee Relations
- Talent Development & Management

4. Supply Chain & Logistics Management

- International Freight Management
- Supply Chain Solutioning Project (WIU)
- Supply Chain Technologies & Operations
- Warehouse Management & Analytics

SECOND SPECIALISATION

1. Event Design & Management

- Event Design & Production
- Event Management & Practice

2. International Business Management

- Global Citizenry & Cultural Intelligence
- International Operations Management

3. Marketing & Digital Communications

- Brand Management
- Market Research & Intelligence

YEAR 3

- Innovation & Entrepreneurship Project (WIU)
- Innovation & Viable Business Development
- Internship Programme (WIU)
- Teaching Enterprise Project (WIU)

FIRST SPECIALISATION

1. Customer Experience & Relationship Management

- Social Customer Relationship Management

2. E-Commerce & Retail Management

- Social Commerce

3. Human Capital Management

- HR Digitalisation & Analytics

4. Supply Chain & Logistics Management

- Purchasing & Global Sourcing

SECOND SPECIALISATION

1. Event Design & Management

- Event Branding & Marketing
- Managing Hybrid Events (MICE)

2. International Business Management

- International Business Strategy
- Trade Governance & Compliance

3. Marketing & Digital Communications

- Digital Marketing & Analytics
- Public Relations & Communications

Our Industry Partners

ALLISON+ **PARTNERS**

JEREMY SEOW

REGIONAL CHIEF OPERATING OFFICER & HEAD OF CLIENT EXPERIENCE, ASIA PACIFIC,
ALLISON+PARTNERS

It's an excellent time for NYP to transition into the Professional Competency Model (PCM). I believe this approach will help students discover their strengths and interest as they experience how various skills are interconnected, especially in the professional world. Additionally, it's great to see the dozens of leading organisations get behind this transition for the benefit of the students.



OW JEE CHIN

DEPUTY GENERAL MANAGER, BUSINESS DEVELOPMENT, PICO ART INTERNATIONAL

Singapore's war for talent is at its stiffest with rapid changes in technology, consumer habits and the fast-evolving workplace. The new PCM is well-structured to address this, preparing learners with the knowledge and skills to excel in the challenging MICE industry. A good Events Management personnel is required to wear many hats, be it from the perspective of a designer, lawyer, human resource recruiter, marketer or a customer relationship officer. This model looks set to take future Events talents to another level.



JAYNE KOH

DIRECTOR, IORA GROUP

The new PCM-based course will strengthen the curriculum and equip business graduates with the knowledge and skills the retail industry will need. By developing crucial retail strategy skills, with further focus on sustainability and the use of Big Data to improve the buying process, graduates of this course will be skilled to meet the demands of the industry.

Specialisations in Business Management

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

Choose your first specialisation:

- Customer Experience & Relationship Management
- E-Commerce & Retail Management
- Human Capital Management
- Supply Chain & Logistics Management

Choose your second specialisation:

- Event Design & Management
- International Business Management
- Marketing & Digital Communications

Specialisation in Customer Experience & Relationship Management

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



WHAT'S IN STORE

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

SPECIALISED COMPETENCY UNITS

- Customer Management & Analytics
- Experience Design & Management
- Service Management
- Social Customer Relationship Management

Specialisation in E-Commerce & Retail Management

Ride the wave of digitalisation and transformation in the retail sector with our E-Commerce & Retail Management specialisation. Learn skills in data analytics, e-commerce and omnichannel management. The specialisation will gear you up for regional and global career advancement opportunities in the retail industry.



WHAT'S IN STORE

Learn core business and specialised retail modules that address e-commerce and retail management issues and scenarios. Master technical concepts and technology applications for a career in retail buying, branding and marketing or emerging areas such as omnichannel retail businesses and e-commerce.

SPECIALISED COMPETENCY UNITS

- Omnichannel Management & Analytics
- Retail Buying & Category Management
- Retail Management & Visual Merchandising
- Social Commerce

Specialisation in Human Capital Management

Employees are a company's most valuable asset. As Singapore transitions into a manpower-lean economy, the role of human resource professionals in developing and optimising the potential of the workforce becomes increasingly important. You can help organisations achieve their strategic goals and objectives by leveraging your specialised skills in managing the recruitment, assessment, training and performance of employees.



WHAT'S IN STORE

Gain insights into and hone your skills in human capital management functions such as recruitment, compensation and benefits, training and development, and performance management.

SPECIALISED COMPETENCY UNITS

- HR Digitalisation & Analytics
- Performance & Rewards Management
- Talent Attraction & Employee Relations
- Talent Development & Management

Specialisation in Supply Chain & Logistics Management

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 & Logistics Management specialisation, you can thrive in this growing sector, providing supply chain services to global consumers and businesses.



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, attaining cost-effectiveness and delivering top-notch customer service.

SPECIALISED COMPETENCY UNITS

- International Freight Management
- Purchasing & Global Sourcing
- Supply Chain Technologies & Operations
- Warehouse Management & Analytics

Specialisation in Event Design & Management

If you are creative and passionate about planning and organising events, our Event Design & Management specialisation will equip you with the right skills. The potential for career growth is boundless with opportunities in local and regional markets. Your skills in event management will add value to your other specialisation, opening doors to expanded roles in various business sectors.



WHAT'S IN STORE

Develop a firm foundation in event management — from conceptualisation to project management and post-event services. This will enable you to innovate event concepts, deliver effective presentations and successfully close event deals.

SPECIALISED COMPETENCY UNITS

- Event Branding & Marketing
- Event Design & Production
- Event Management & Practice
- Managing Hybrid Events (MICE)

Specialisation in International Business Management

Executives with a global mindset and international business skills are highly regarded as companies race to increase their growth by harnessing diverse talents and opportunities worldwide. Our International Business Management specialisation will give you an edge over others in pursuing a career in multinational corporations and enterprises looking to break into overseas markets.



WHAT'S IN STORE

Develop a sound understanding of global affairs and knowledge in international business and trade. You will also have the opportunities to network and get exposure to emerging markets through study trips, overseas attachment and immersion programmes.

SPECIALISED COMPETENCY UNITS

- Global Citizenry & Cultural Intelligence
- International Business Strategy
- International Operations Management
- Trade Governance & Compliance

Specialisation in Marketing & Digital Communications

Skilled marketing and public relations professionals are highly sought after to promote an organisation's products and services, grow its brand, enhance its public image and manage crises in the digital age. Our Marketing & Digital Communications specialisation will equip you with the necessary skills to do just that.



WHAT'S IN STORE

Acquire valuable consumer insights by mastering market research techniques and utilising various analytics tools. Learn how to make effective marketing decisions by leveraging on your technical expertise and creative flair to drive brand loyalty and leave a lasting impression.

SPECIALISED COMPETENCY UNITS

- Brand Management
- Digital Marketing & Analytics
- Market Research & Intelligence
- Public Relations & Communications