GAIN UNPARALLELED GLOBAL EXPOSURE
Your education will be complemented by invaluable exposure to international and inter-cultural learning, as there are many overseas opportunities for student exchanges, internship programmes and study trips at SBM. Through our extensive global network, you can choose to spend an entire semester studying in the best universities in the world, or do an attachment at leading global companies for your internship.

EXPERIENCE INDUSTRY-BASED LEARNING
With strong industry-focused learning and training, and 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
Learn how to tackle real challenges faced by companies in Singapore through an extensive range of Harvard-structured case studies written by SBM lecturers 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, where you can be a stockbroker trading shares online, or an entrepreneur setting up your own company.
▷ Participate in an enhanced internship programme with structured learning outcomes at renowned organisations.

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. Here at SBM:
▷ We provide you with a global business education. You can choose from a wide range of international programmes including one-semester study abroad with more than 51 university partners in 18 countries.
▷ We 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.
With Singapore being the business and financial hub of the region, 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 provides you with diverse career options and further studies opportunities, especially towards obtaining internationally recognised professional certifications.

Under the NYP-ACCA Accelerated Pathway Programme, our students are able to embark on the ACCA accounting qualification by attempting three more ACCA papers while still studying for their diplomas at NYP. They no longer have to wait for graduation before achieving a professional qualification. To facilitate a more well-rounded teaching and learning environment, with realistic workplace application, NYP has also partnered EY(Singapore) to offer these students an Enhanced Internship Programme of six months duration.

WHY THIS DIPLOMA?
- Get a comprehensive broad-based business education through carefully selected core business modules for an understanding of business process development and operations.
- Gain specialised skills through a well-designed curriculum with dual emphasis on accounting and finance.
- Get value-added education and training that cultivate an entrepreneurial mindset.

IT WILL ENABLE YOU TO...
- Be well-prepared for multiple career paths in the Accounting and Finance industries.
- Participate in Overseas Study Immersion trips and Overseas Student Exchange Programmes (OSEP) that will broaden your horizons and enable you to be global-ready.
- Further your studies at the University level, as well as be awarded accreditation by international accounting professional 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 entry levels, and can also expect partial exemptions from professional certification exams by bodies such as Association of Chartered Certified Accountants (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 to be granted the highest number of paper exemptions — six from ACCA, seven from CIMA and eight from ICAEW.

CAREER PROSPECTS
Expect career opportunities in executive and middle management positions in areas such as financial accounting, cost accounting, management accounting, financial management, risk management, auditing, taxation and treasury, with organisations in the public and private sectors.

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, excluding CCA 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**
- BM0002 Accounting for Assets
- BM0003 Principles of Accounting
- BM0007 Microeconomics
- BM0008 Macroeconomics
- BM0011 Statistical Theory for Business
- BM0012 Statistical Methods for Business
- BM0019 Principles of Marketing
- BM0022 Effective Writing Skills
- BM0701 Effective Oral Communication
- BM0702 Internet & Web Technologies
- BM0703 Business Software Applications

**General Studies**
Students are to complete 60 hours of General Studies Modules in Year 1

#### YEAR 2 – SEMESTERS 1 & 2

**Core Modules**
- BM0016 Principles of Management
- BM0052 Business Finance
- BM0121 Cost Accounting
- BM0122 Accounting Information System — Design & Control
- BM0127 Business Accounting
- BM0180 International Business
- BM0240 International Finance & Treasury
- BM0247 Fund Administration & Accounting
- BM0258 Auditing
- BM0263 Taxation
- BM0264 Published Financial Statements & Consolidation
- BM0742 Business Law

**General Studies**
Students are to complete 60 hours of General Studies Modules in Year 2

#### YEAR 3 – SEMESTERS 1 & 2

**Core Modules**
- BM0053 Corporate Finance
- BM0055 Human Resource Management & Practices
- BM0088 Teaching Enterprise Project
- BM0089 Internship Programme
- BM0169 Customer Relationship Management
- BM0185 Entrepreneurship
- BM0254 Company Law
- BM0259 Management Accounting

**General Studies**
Students are to complete 30 hours of General Studies Modules in Year 3

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For detailed module synopses, please refer to the online Prospectus at [www.nyp.edu.sg/prospectus](http://www.nyp.edu.sg/prospectus)

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**DIPLOMA IN BANKING & FINANCE**

With specialisation in Wealth Management

*Manage money professionally with the right skills and knowledge. Through the Diploma in Banking & Finance course, you will get a head start by learning about the best tools and techniques of the trade. You will also receive hands-on experience in a real time trading environment at SBM’s state-of-the-art Financial Training Centre to learn the ropes of financial management. With a good grasp of these fundamentals, you can delve deeper in your studies to either continue on the General Track in Banking & Finance or specialise in Wealth Management — Singapore is consistently ranked as Asia’s top wealth management centre, ensuring numerous exciting opportunities in this field for our graduates.*
WHY THIS DIPLOMA?
- Our graduates are much sought-after, as evidenced by high graduate employment rate and starting salaries.
- Get exemptions for examinations administered by the Institute of Banking and Finance.
- Receive training at the state-of-the-art Financial Training Centre, with access to a wealth of live financial information from Bloomberg terminals used by the majority of financial institutions.
- Gain opportunities for SBM-organised Overseas Study Immersion trips and Overseas Student Exchange Programs (OSEP), to gain exposure to diverse cultural experiences and business practices in countries across Asia, Europe and North America, and develop a global mindset.

IT WILL ENABLE YOU TO...
- Demonstrate professional competence in banking and finance related issues, and develop solutions to help organisations make better and more 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 business world.
- Demonstrate social responsibility, conduct yourself professionally and ethically and be engaged in lifelong learning.

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 CMAAS Examinations administered by the Institute of Banking and Finance.

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, excluding CCA Grade 1 – 6
Please refer to section on entry requirements for diploma courses for more details.

IT WILL ENABLE YOU TO...
- Demonstrate professional competence in banking and finance related issues, and develop solutions to help organisations make better and more 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 business world.
- Demonstrate social responsibility, conduct yourself professionally and ethically and be engaged in lifelong learning.

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 CMAAS Examinations administered by the Institute of Banking and Finance.

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, excluding CCA Grade 1 – 6
Please refer to section on entry requirements for diploma courses for more details.

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2
BM0002 Accounting for Assets
BM0003 Principles of Accounting
BM0007 Microeconomics
BM0008 Macroeconomics
BM0011 Statistical Theory for Business
BM0012 Statistical Methods for Business
BM0019 Principles of Marketing
BM0032 Effective Writing Skills
BM0701 Effective Oral Communication
BM0702 Internet & Web Technologies
BM0703 Business Software Applications

YEAR 2 – SEMESTERS 1 & 2
BM0016 Principles of Management
BM0052 Business Finance
BM0075 Essentials of Financial & Management Accounting
BM0078 Marketing Management
BM0106 Financial Markets & Instruments
BM0180 International Business
BM0246 Personal Banking
BM0485 Financial Planning
BM0742 Business Law
BM0244 Credit Analysis & Administration
BM0482 Risk Management
BM0485 Banking Technology
BM0227 Relationship Management for Wealth Managers
BM0229 Trusts, Tax & Estate Planning
BM0242 Alternative Investments & Hedge Funds

YEAR 3 – SEMESTERS 1 & 2
BM0053 Corporate Finance
BM0055 Human Resource Management & Practices
BM0088 Teaching Enterprise Project
BM0089 Internship Programme
BM0150 Internship Programme (6 months)
BM0185 Entrepreneurship
BM0240 International Finance & Taxation
BM0484 Banking Law & Ethics
BM0169 Customer Relationship Management
BM0228 Investment Advisory
BM0227 Relationship Management for Wealth Managers
BM0229 Trusts, Tax & Estate Planning
BM0242 Alternative Investments & Hedge Funds

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus
Singapore is a thriving international business hub and there is a big demand for trained business professionals in a broad spectrum of industries and sectors. The Diploma in Business Management course gives you a strong grasp of the fundamentals of Business Management, as well as a competitive edge with dual specialisations from the following seven areas:

- Customer Relations & Service Management (CRSM)
- Entrepreneurship (ED)
- Event Management (EM)
- Human Resource Management (HRM)
- International Business (IB)
- Retail Management (RM)
- Supply Chain Management (SCM)

Your classroom studies will be augmented by SBM’s innovative Teaching Enterprise Project, where you will get hands-on learning at the various live business centres within campus. This is complemented by the Internship Programme, where you will intern at a leading organisation in the public or private sector to apply your studies in the real world. With this unique curriculum, you will be groomed as an innovative and enterprising individual and these qualities will serve you well in your future.

WHY THIS DIPLOMA?

- The specialisation in two areas of business gives you more career options.
- The holistic academic and practical training (Final Year Practicum and Internship Programme) prepares you for entry into the industry immediately after graduation.
- Get a global perspective with the opportunity to spend a semester in a university overseas through our Overseas Student Exchange Programme (OSEP).
- Gain 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 logical thinking, problem solving and analytical abilities, and communication, interpersonal and IT skills.
- Cultivate 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 reputable overseas universities, some with advanced standing of one to one-and-a-half years.

CAREER PROSPECTS

You will find good career opportunities in executive and middle management positions in areas such as Human Resource Management, Retail Management, Logistics and Supply Chain Management, Customer Relations and Service Management, Event Management, Entrepreneurship or International Business. Your specialisations complement each other, allowing you to add value to the organisation you are working in, and providing 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, excluding CCA Grade 1 – 6

Please refer to section on entry requirements for diploma courses for more details.
COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2
BM0002 Accounting for Assets
BM0003 Principles of Accounting
BM0007 Microeconomics
BM0008 Macroeconomics
BM0111 Statistical Theory for Business
BM0112 Statistical Methods for Business
BM0119 Principles of Marketing
BM0122 Effective Writing Skills
BM0701 Effective Oral Communication
BM0702 Internet & Web Technologies
BM0703 Business Software Applications

General Studies
Students are to complete 60 hours of General Studies Modules in Year 1

YEAR 2 – SEMESTERS 1 & 2
Course Structure
BM0074 Principles of Management
BM0075 Business Finance
BM0077 Essentials of Financial & Management Accounting
BM0742 Business Law
Choose two of seven specialisations:
Customer Relations & Service Management (CRSM)
BM0080 Customer Relations & Service Management
BM0081 Contact Centre Management
BM0454 Service Operations & Quality Management
Human Resource Management (HRM)
BM0169 Customer Relationship Management
BM0175 Compensation Management
BM0432 International HRM
Retail Management (RM)
BM0055 Human Resource Management & Practices
BM0901 Retail Store Design & Visual Merchandising
BM0906 Retail Merchandising
Supply Chain Management (SCM)
BM0055 Human Resource Management & Practices
BM0832 Purchasing Principles & Procurement
BM0837 International Freight Management
Entrepreneurship (ED)
BM0189 Entrepreneurship
BM0283 Enterprise Project
BM0916 Managing Mega Events & Roadshows
BM0983 Managing Meetings & Incentives
International Business (IB)
BM0275 International Marketing
BM0285 Personal Selling & Negotiation
BM0472 International Trade Management

General Studies
Students are to complete 60 hours of General Studies Modules in Year 2

YEAR 3 – SEMESTERS 1 & 2
BM0082 Teaching Enterprise Project
BM0089 Internship Programme

Choose two of seven specialisations:
Customer Relations & Service Management (CRSM)
BM0055 Human Resource Management & Practices
BM0383 Contact Centre Management
BM0454 Service Operations & Quality Management
Human Resource Management (HRM)
BM0169 Customer Relationship Management
BM0175 Compensation Management
BM0432 International HRM
Retail Management (RM)
BM0055 Human Resource Management & Practices
BM0901 Retail Store Design & Visual Merchandising
BM0906 Retail Merchandising
Supply Chain Management (SCM)
BM0055 Human Resource Management & Practices
BM0832 Purchasing Principles & Procurement
BM0837 International Freight Management
Entrepreneurship (ED)
BM0189 Entrepreneurship
BM0283 Enterprise Project
BM0916 Managing Mega Events & Roadshows
BM0983 Managing Meetings & Incentives
International Business (IB)
BM0275 International Marketing
BM0285 Personal Selling & Negotiation
BM0472 International Trade Management

FOR DETAILED MODULE SYNOPSIS, PLEASE REFER TO THE ONLINE PROSPECTUS AT www.msp.edu.sg/prospectus

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WHY THIS DIPLOMA?
- You can choose between two exciting specialisations: Culinary Arts or F&B Management.
- Gain culinary skills that will make you a maestro in various disciplines in the kitchen.
- Learn the ABCs of starting and running your own F&B business.
- Gain real-world F&B management skills to run your own business successfully.

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 abilities, and 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
- Culinary Arts & Food Service Management
- Food Marketing
- Food Service Entrepreneurship
- F&B Management
- Baking & Pastry Arts

CAREER PROSPECTS
For Diploma in Food & Beverage Business (Food & Beverage Management Specialisation) graduates:
- Beverage Service: Barista, Bartender, Sommelier, Wine Specialist
- F&B Service: Outlet Manager, F&B Executive, Captain, Service Manager
- F&B Business: Operations Manager, Marketing Executive, Procurement Executive, Entrepreneur and Start-up Owner

For Diploma in Food & Beverage Business (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 two other subjects Grade 1 – 6

Computation of aggregate for selection is based on grades obtained for five subjects including the above subjects.

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus

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<td>BM0003 Principles of Accounting</td>
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<tr>
<td>BM0019 Principles of Marketing</td>
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<td>BM3035 Economics</td>
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<td>BM3037 Business Communication Skills</td>
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<td>CL1839 Food Safety &amp; Hygiene</td>
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<td>CL2859 Stock and Sauces Preparation</td>
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**General Studies**
Students are to complete 60 hours of General Studies Modules in Year 1

**YEAR 2 – SEMESTERS 1 & 2**

- **For F&B Management Specialisation**
  - BM0055 Human Resource Management & Practices
  - BM0185 Entrepreneurship
  - BM0280 Integrated Marketing Communications
  - BM0454 Service Operations & Quality Management
  - BM0952 Kitchen & Restaurant Operations
  - BM3054 Statistics
  - BM3203 Menu Planning, Cost Control & Food Logistics
  - BM3205 Beverage Knowledge & Service
  - CL1837 Basic Baking & Pastry
  - CL2874 Asian Cuisine
  - CL2875 International Cuisine

- **For Culinary Arts Specialisation**
  - BM0185 Entrepreneurship
  - CL1837 Basic Baking & Pastry
  - CL2870 Kitchen Applications & Techniques
  - CL2871 Advanced Pastry & Baking
  - CL2872 Meats & Seafood Identification and Application
  - CL2873 Art of Charcuterie & Garde Manger
  - CL2874 Asian Cuisine
  - CL2875 International Cuisine

**General Studies**
Students are to complete 60 hours of General Studies Modules in Year 2

**YEAR 3 – SEMESTERS 1 & 2**

- **For F&B Management Specialisation**
  - BM0185 Entrepreneurship
  - CL1837 Basic Baking & Pastry
  - CL2870 Kitchen Applications & Techniques
  - CL2871 Advanced Pastry & Baking
  - CL2872 Meats & Seafood Identification and Application
  - CL2873 Art of Charcuterie & Garde Manger
  - CL2874 Asian Cuisine
  - CL2875 International Cuisine

**For Culinary Arts Specialisation**

- BM0055 Human Resource Management & Practices
- BM0185 Entrepreneurship
- BM0454 Service Operations & Quality Management
- BM0952 Kitchen & Restaurant Operations
- BM3054 Statistics
- BM3203 Menu Planning, Cost Control & Food Logistics
- BM3205 Beverage Knowledge & Service
- CL1837 Basic Baking & Pastry
- CL2874 Asian Cuisine
- CL2875 International Cuisine

**General Studies**
Students are to complete 30 hours of General Studies Modules in Year 3
DIPLOMA IN FUND MANAGEMENT & ADMINISTRATION

Be prepared for an exciting and lucrative career in the fund industry with the Diploma in Fund Management & Administration. The only diploma programme in fund management in Singapore, you will gain competencies in investment management, fund administration and securities operations. These are areas of knowledge that are constantly in demand as Singapore evolves into a global financial hub for investors from around the world.

Your training will be enhanced in SBM’s innovative Teaching Enterprise Project, which places you in a practice-oriented environment to polish your skills in various operational processes. You will also apply your knowledge in managing investment funds and in financial services through participation in group projects.

SBM’s Internship Programme offers you invaluable training opportunities in leading organisations in the public sector or with well-established financial institutions. This will give you relevant working experience before graduation. You may also be selected for a six-month Internship Programme with reputable fund companies, thereby enhancing your employability upon the completion of this course.

WHY THIS DIPLOMA?
- NYP is the first and only tertiary institution in Singapore to offer a Diploma in Fund Management & Administration.
- The curriculum is developed in close collaboration with the Monetary Authority of Singapore and international and local investment management companies.
- It is well-regarded by practitioners and highly relevant for new entrants interested in the dynamic and evolving fund industry.
- Gain opportunities for hands-on training in SBM’s well-equipped Financial Training Centre, with access to real-time information on various financial markets, such as Bloomberg terminals.

IT WILL ENABLE YOU TO...
- Demonstrate professional competence in fund management and administration related issues and develop solutions to help organisations make better and more informed business decisions.
- Gain employment in asset management, asset servicing, finance and 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 to contribute in a borderless business world.
- Demonstrate social responsibility, conduct yourself professionally, and ethically, and engage in lifelong learning.

DURATION
Three academic years on a full-time basis

FURTHER EDUCATION
With good academic achievements, you may receive advanced standing for admission into degree programmes by local and overseas universities. Exemptions are also available for the Capital Markets and Financial Advisory Services Examinations administered by the Institute of Banking and Finance.

CAREER PROSPECTS
You will find excellent career opportunities in executive and middle management positions in areas such as fund and investment services—covering the front, middle and back office operations. You can also look forward to lucrative careers with:
- International and local banks
- Global financial institutions
- International fund houses
- Custodian banks

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, excluding CCA Grade 1 – 6

Please refer to section on entry requirements for diploma courses for more details.
Singapore’s hospitality and tourism industry is booming and skilled talents are required to fill positions at all levels and in every capacity. If you are keen to pursue a career in these service areas, SBM’s Diploma in Hospitality & Tourism Management will equip you with the necessary skills and expertise for success.

Our curriculum prepares you to be adaptable, resourceful and knowledgeable in core business subjects, plus specialised subjects in Resort, Hotel and MICE (Meetings, Incentives, Conventions & Exhibitions) Management.

You will gain knowledge in areas specific and unique to the hospitality and tourism sector such as:

- Theme Park Operations, Managing Special Events & Festivals, and Resort Development & Management
- Rooms Division Management, Kitchen & Restaurant Operations, Food & Beverage and Hotel Sales & Distribution Management
- A full spectrum of studies in planning, operating, and managing special events and business events such as meetings, incentives, conventions, and exhibitions.

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus
WHY THIS DIPLOMA?
- Get the chance to participate in student exchange programmes at universities globally.
- Do internships at leading hospitality and tourism organisations locally and overseas.

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 Resort, Hotel 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 (SACEOS).

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, excluding CCA Grade 1 – 6

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

YEAR 1 – SEMESTERS 1 & 2
- BM0002 Accounting for Assets
- BM0003 Principles of Accounting
- BM0004 Microeconomics
- BM0006 Microeconomics
- BM0019 Principles of Marketing
- BM0032 Effective Writing Skills
- BM0070 Effective Oral Communication
- BM0071 Internet & Web Technologies
- BM0703 Business Software Applications

GENERAL STUDIES
Students are to complete 60 hours of General Studies Modules in Year 1

YEAR 2 – SEMESTERS 1 & 2
- BM0006 Principles of Management
- BM0005 Business Finance
- BM0075 Essentials of Financial & Management Accounting
- BM0180 International Business
- BM0386 Service Marketing Management
- BM0742 Business Law
- BM0925 Destination & Attractions Management
- BM0971 Introduction to Hospitality & Tourism

GENERAL STUDIES
Students are to complete 60 hours of General Studies Modules in Year 2

YEAR 3 – SEMESTERS 1 & 2
- BM0055 Human Resource Management & Practices
- BM0185 Entrepreneurship
- BM0196 Decision Sciences & Yield Management
- BM0965 Internship Programme
- BM0973 Business Continuity & Risk Management

RESORT MANAGEMENT SPECIALISATION
- BM0934 Resort Development & Management
- BM0936 Managing Special Events & Festivals

HOTEL MANAGEMENT SPECIALISATION
- BM0953 Food & Beverage Management
- BM0954 Hotel Sales & Distribution Management

MICE MANAGEMENT SPECIALISATION
- BM0936 Managing Special Events & Festivals
- BM0983 Managing Meetings & Incentives

GENERAL STUDIES
Students are to complete 30 hours of General Studies Modules in Year 3

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus
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. Your studies begin with building a strong foundation in the fundamentals of marketing before progressing to specialised modules in three key areas that are in demand by the industry, namely Marketing Management, Public Relations and Digital Marketing.

In Marketing Management, you will discover how best to market products by understanding consumer behaviour, integrated marketing communications and brand management. In Public Relations, you will learn how to become the voice of a campaign by studying PR & communication management, PR campaign planning and crisis management. As for Digital Marketing, you will learn how to reach your customers directly via smartphones and social media, by acquiring knowledge in Digital Marketing and Digital Marketing Analytics.

The Diploma in Marketing is accredited by universities as well as professional bodies such as the Chartered Institute of Marketing (CIM), Marketing Institute of Singapore (MIS) and Institute of Advertising Singapore (IAS).

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 CIM, MIS and IAS.
➤ Benefit from a practice-oriented learning environment that incorporates our unique Teaching Enterprise Project, Internship Programme and case study-based learning.
➤ Broaden your perspective through various overseas programmes such as university exchanges, internships, study trips and many more.
➤ Gain opportunities to interact with peers and institutions abroad and benefit from the exposure to different cultural experiences and business practices.

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 abilities, and 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:
➤ Brand Management
➤ Advertising
➤ Digital Marketing
➤ Event Management
➤ Integrated Marketing Communications
➤ Public Relations
➤ Marketing Research

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, excluding CCA Grade 1 – 6

Please refer to section on entry requirements for diploma courses for more details.
DIPLOMA IN MASS MEDIA MANAGEMENT

Be prepared for a dynamic career in the media industry with a Diploma in Mass Media Management. Learn about communication, production and management skills while gaining practical hands-on training in TV and radio broadcasting, film and video, digital media, advertising, journalism and corporate communications.

Under the Teaching Enterprise Project (TEP) at NYP’s brand-new, state-of-the-art 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.

In your final year, you will be placed in an exciting 21-week industry attachment with a partner company, such as Mediacorp, Singapore Press Holdings, BBC Worldwide and Discovery Networks Asia-Pacific, where you will work with and learn from established professionals.

COURSE STRUCTURE

YEAR 1 – SEMESTERS I & 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>BM0002</td>
<td>Accounting for Assets</td>
</tr>
<tr>
<td>BM0003</td>
<td>Principles of Accounting</td>
</tr>
<tr>
<td>BM0007</td>
<td>Microeconomics</td>
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<tr>
<td>BM0008</td>
<td>Macroeconomics</td>
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<tr>
<td>BM0011</td>
<td>Statistical Theory for Business</td>
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<td>BM0012</td>
<td>Statistical Methods for Business</td>
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<tr>
<td>BM0019</td>
<td>Principles of Marketing</td>
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<tr>
<td>BM0022</td>
<td>Effective Writing Skills</td>
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<tr>
<td>BM0701</td>
<td>Effective Oral Communication</td>
</tr>
<tr>
<td>BM0702</td>
<td>Internet &amp; Web Technologies</td>
</tr>
<tr>
<td>BM0703</td>
<td>Business Software Applications</td>
</tr>
</tbody>
</table>

General Studies

Students are to complete 60 hours of General Studies Modules in Year 1

YEAR 2 – SEMESTERS I & 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BM0016</td>
<td>Principles of Management</td>
</tr>
<tr>
<td>BM0075</td>
<td>Essentials of Financial &amp; Management Accounting</td>
</tr>
<tr>
<td>BM0078</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>BM0396</td>
<td>Digital Marketing</td>
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<tr>
<td>BM0180</td>
<td>International Business</td>
</tr>
<tr>
<td>BM0283</td>
<td>Personal Selling &amp; Negotiation Skills</td>
</tr>
<tr>
<td>BM0284</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>BM0623</td>
<td>Public Relations &amp; Communication Management</td>
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<tr>
<td>BM0742</td>
<td>Business Law</td>
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</table>

Electives

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<tr>
<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BM0386</td>
<td>Services Marketing Management</td>
</tr>
<tr>
<td>BM0394</td>
<td>PR Campaign Planning</td>
</tr>
<tr>
<td>BM0395</td>
<td>Crisis Management</td>
</tr>
<tr>
<td>BM0907</td>
<td>Retail Operations &amp; Omnichannel Management</td>
</tr>
<tr>
<td>BM0397</td>
<td>Pitching for Different Media Platforms</td>
</tr>
<tr>
<td>BM0398</td>
<td>Digital Marketing Analytics</td>
</tr>
</tbody>
</table>

General Studies

Students are to complete 60 hours of General Studies Modules in Year 2

YEAR 3 – SEMESTERS I & 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>BM0055</td>
<td>Human Resource Management &amp; Practices</td>
</tr>
<tr>
<td>BM0140</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>BM0169</td>
<td>Customer Relationship Management</td>
</tr>
<tr>
<td>BM0185</td>
<td>Entrepreneurship</td>
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<tr>
<td>BM0280</td>
<td>Integrated Marketing Communications</td>
</tr>
<tr>
<td>BM0285</td>
<td>Brand Management</td>
</tr>
<tr>
<td>BM0088</td>
<td>Teaching Enterprise Project</td>
</tr>
<tr>
<td>BM0089</td>
<td>Internship Programme</td>
</tr>
</tbody>
</table>

General Studies

Students are to complete 30 hours of General Studies Modules in Year 3

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus
DIPLOMA IN SPORT & WELLNESS MANAGEMENT

Game, set and match your sports passion with the longest running sports management diploma programme in Singapore. First introduced in 1996/97, the 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, and continually reviewed to keep pace with the growth and development of the Singapore sport industry, you will be equipped with the skills and knowledge needed in today’s vibrant sporting industry.

Advances in the sport sciences and increased government and corporate sector investments have led to the development of new facilities, programmes and concepts that today provide quality experiences for consumers. These demands require specific business knowledge and skills in these areas over three action-filled years. Your studies also 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.

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, excluding CCA
  - Grade 1 – 6

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

COURSE STRUCTURE

YEAR 1 – SEMESTERS 1 & 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BM0600</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>BM0603</td>
<td>Journalistic Writing</td>
</tr>
<tr>
<td>BM0604</td>
<td>People &amp; Supervisory Management</td>
</tr>
<tr>
<td>BM0605</td>
<td>Media Financial Management</td>
</tr>
<tr>
<td>BM0608</td>
<td>Business Presentation Skills</td>
</tr>
<tr>
<td>BM0620</td>
<td>Introduction to Marketing &amp; Management</td>
</tr>
<tr>
<td>BM0641</td>
<td>Media Buying &amp; Sales Negotiation</td>
</tr>
<tr>
<td>BM0662</td>
<td>Digital Film &amp; Video Production</td>
</tr>
<tr>
<td>BM0663</td>
<td>Writing for the Mass Media</td>
</tr>
<tr>
<td>BM0665</td>
<td>Software Applications for Mass Media</td>
</tr>
<tr>
<td>BM0669</td>
<td>Presenting for TV &amp; Radio</td>
</tr>
</tbody>
</table>

General Studies: Students are to complete 60 hours of General Studies Modules in Year 1.

YEAR 2 – SEMESTERS 1 & 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>BM0185</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>BM0280</td>
<td>Integrated Marketing</td>
</tr>
</tbody>
</table>

General Studies: Students are to complete 30 hours of General Studies Modules in Year 2.

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus
WHY THIS DIPLOMA?

- Its sport-business syllabus combines business principles and essential sport-specific knowledge and skills that are recognised in Singapore and overseas.
- It’s an opportunity to develop your passion for sport into a career using the world-class sport infrastructure and opportunities available in and around Singapore.
- Gain a global perspective through overseas study exchanges, international study tours and network opportunities, giving you exposure to potential areas of learning and employment.
- Learn through regular engagement in real-life, practical projects and simulation training via the Teaching Enterprise Project module, which includes field trips, active tutorial discussions, guest speakers and case studies, as well as a 10-week internship stint in the industry.

IT WILL ENABLE YOU TO...

- Firm ethics, and be engaged in lifelong learning.
- Possess a regional and global mindset to contribute in a borderless business/sporting world.
- Contribute to innovative and enterprising endeavours.
- 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.
- Grades in related subjects, excluding CCA: Grade 1 – 6
- Any three other subjects, excluding CCA: Grade 1 – 6

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 entry levels.

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 Participation or High Performance Management
- Corporate Health and Wellness
- Community Relations and Education
- Physical Fitness
- Sport Retail
- Golf & 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: Grade 1 – 6
- Elementary/Additional Mathematics: Grade 1 – 6

A Special Admissions Exercise (SAE) will also be offered to applicants who excel or have strong interest in sports, fitness or leisure. Shortlisted applicants will be required to attend an interview session to assess their suitability for the programme. Please refer to section on Entry Requirements for Diploma Courses for more details.

DURATION

Three academic years on a full-time basis.

For detailed module synopses, please refer to the online Prospectus at www.nyp.edu.sg/prospectus
Continuous probability distribution and sampling distribution of the sample means. Topics include descriptive statistics, probability, discrete probability distributions, that are useful and relevant for business applications and decision-making. This module provides students with a basic understanding of statistical concepts and principles in treating the main assets that are commonly presented in the statement of financial position, such as cash, inventories, receivables and fixed assets.

Principles of Accounting [60 hours]
This module provides students with an understanding of accounting concepts and principles of accounting to enable them to record business transactions and to prepare financial statements of a sole proprietor. Learning is enhanced through a web-centric IT-based environment where students are shown the use of a computerized accounting system or software.

Microeconomics [45 hours]
This module provides students with a fundamental understanding of microeconomics principles and concepts. Students are taught to analyse and apply these concepts to business decision-making. Topics include theory of supply and demand, theory of the firm and production, and market structures.

Macroeconomics [45 hours]
This module provides students with a fundamental understanding of the economic environment and teaches them to analyse and evaluate current economic issues and policies. Topics include the theory of national income, monetary and fiscal policies, inflation and international trade.

Statistical Theory for Business [60 hours]
This module develops students’ ability to perform statistical estimation and to conduct statistical tests. Topics include sampling methods, regression and correlation analysis, statistical estimation, hypothesis testing and the Chi-square tests.

Statistical Methods for Business [60 hours]
This module introduces the essential theories of both management and organizational behaviour and their applications at the workplace. Topics include the managerial functions of planning, organizing, co-ordinating, directing, influencing and controlling, as well as an introduction to organisation dynamics concerning changes and perceptions; learning and motivation; team building and leadership.

Principles of Management [45 hours]
This module provides students with an understanding of the fundamental principles and concepts of management. Topics include marketing philosophies, differences between consumer and business markets, marketing mix strategies, basic market research skills for analyzing market opportunities, and the concept of marketing through electronic media.

Effective Writing Skills [60 hours]
This module provides students with an understanding of the principles of effective business writing, which they will then apply to the writing of emails, business letters, and long formal business reports. They will learn to apply communication strategies for composing good news, routine, bad news and persuasive messages. Students will also acquire the skills for writing long formal reports, which include collecting, analyzing data and presenting them in a logical andconnector  manner with supporting charts and graphs as well as appropriate documentation of sources.

Business Finance [45 hours]
This module provides students with an understanding of fundamental business finance concepts and principles with an emphasis on asset management, financial planning and capital budgeting decisions. Students are expected to make extensive use of the spreadsheet software and online data retrieval systems to support the business finance function. Topics include business financial planning and analysis, working capital management, equity and debt financing, and capital budgeting decisions.

Corporate Finance [45 hours]
This module provides students with an understanding of capital markets and its behaviour. It covers the various financial instruments available and used in financing business with emphasis on long-term financing equity and debt instruments. Students are taught to apply financial theory, principles and concepts to financing decision for determining capital structure. Topics include bond, share valuation, cost and capital, and capital structures.

Essentials of Financial and Management Accounting [45 hours]
This module provides students with an understanding of the activities in a manufacturing or service/project management environment, the procedures used to measure and control key cost elements, and costing practices. Topics include basic cost concepts and systems, accounting for materials, labour and factory overheads, job order costing, process costing, variable and absorption costing, and standard costing.

Teaching Enterprise Project (Practicum) [10 weeks]
This is a practical module where students get to apply business concepts and theories in real business situations. Students are attached to off-campus business centres for 14 weeks where they are mentored and guided by supervisors and lecturers with relevant industry experiences. In these business centres, they will serve real customers, undertake commissioned projects and run business operations. Students will also learn to work within diverse group settings, lead project teams, cultivate entrepreneurial and enterprising mindsets and further deepen their repertoire of 21st century skills. The off-campus business centres include retail outlets, call centres, e-learning development centres, marketing research units and fitness centres.

Financial Markets & Instruments [45 hours]
This module provides students with an overview of Singapore’s role as an international financial centre and the roles of various financial institutions and stakeholders in the banking and financial services industry. It also gives an understanding of the various participants in the currency, securities, derivatives and insurance markets. Students learn about the various government agencies such as Monetary Authority of Singapore (MAS), Central Provident Fund (CPF) and their roles. The module has a strong web-centric approach where case studies are used for learning. It also introduces students to online financial services information.

Cost Accounting [45 hours]
This module provides students with an understanding of the activities in a manufacturing or service/project management environment, the procedures used to measure and control key cost elements, and costing practices. Topics include basic cost concepts and systems, accounting for materials, labour and factory overheads, job order costing, process costing, variable and absorption costing, and standard costing.
This module provides students with an understanding of the role and applications of accounting information systems. Topics include the basic concepts of systems, information and the components of information systems such as inputs, outputs, processing procedures and internal controls. Concepts are reinforced through practical training in setting up, operating and maintaining a computerised accounting system.

**BM0127 Business Accounting**

This module equips students with knowledge of the characteristics of corporate business organisations and how to prepare financial statements (including cash flow statement) for internal management. Students will be able to analyse and interpret these financial statements. The module also provides an understanding of accounting transactions made in foreign currencies and the translation of financial statements denominated in foreign currency. Students will gain a working knowledge of the Goods and Services Tax (GST) to ensure compliance with the relevant legislation and how to compute GST liability.

**BM0125 Accounting Information System — Design and Control**

This module relates concepts such as internal control, risk assessment and control design, and control testing. Students will learn about the importance of objective setting, control design and evaluation, control procedures and control testing. They will also gain a working knowledge of the various approaches to control design and testing.

**BM0129 Business Information Systems**

This module provides students with a good understanding of the dynamic global business environment, major trade and investment trends, and the organisations’ perspectives, as well as management’s decision-making approach to doing international business. It centres on providing students with the means to answer the fundamental questions of “Why venture abroad?”, “Where to venture to?” and “Which industries or sectors to target?”.

**BM0140 Consumer Behaviour**

This module provides students with an understanding of the role and applications of consumer behaviour in the marketplace. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place.

**BM0149 Consumer Relationship Management**

This module provides students with an overall understanding of the role and importance of Customer Relationship Management in the new knowledge-based economy. It introduces knowledge and skills needed to enhance Customer Relationship Management as a key business strategy for organisations.

**BM0155 Compensation Management**

This module focuses on compensation and benefits plans and their administration in organisations. Topics include merit pay plans, flexible wage systems, salary survey, salary structure and design, salary administration, flexible benefit system, and trends in compensation and benefits in Singapore and the region.

**BM0178 Elements and Practice of Human Resource Development**

This module introduces students to the concept of entrepreneurship and the characteristics of small and medium-sized enterprises. Students will discover the spirit of enterprise embodied by local and overseas entrepreneurs through case studies. They will also learn about the business strategies used by small enterprises to gain competitive and sustainable advantage in today’s dynamic business environment.

**BM0182 Enterprise Business Development**

This module requires students to work in teams and apply their entrepreneurial skills and business knowledge to develop and launch their own enterprises. Students will learn the necessary business skills and problem-solving skills to formulate a total business plan for their respective businesses. They will also have the opportunity to work with business mentors, who serve as facilitators and experts, during the course of the module.

**BM0188 Innovation & Concept Development**

This module enables students to develop, launch and manage new products and intellectual property. Students will be taught the various stages of transforming an idea or concept into an innovation, invention, or business proposition. Module topics include concept and user acceptance testing, market feasibility, product design and development, and intellectual property issues.

**BM0186 Essentials of Entrepreneurship**

This module introduces students to the concept of entrepreneurship and the characteristics of small and medium-sized enterprises. Students will discover the spirit of enterprise embodied by local and overseas entrepreneurs through case studies. They will also learn about the business strategies used by small enterprises to gain competitive and sustainable advantage in today’s dynamic business environment.

**BM0184 Entrepreneurship**

This module provides students with a good understanding of the entrepreneurial spirit and mindset in students, and provides them a platform to develop and exercise their innovativeness and creativity in a practice-based environment. Students will learn to identify, assess and develop new or improve on existing business ideas, as well as plan, implement and manage these business ventures profitably. Students will also develop a sound business plan encompassing feasibility studies, environmental research and analysis, marketing, operational strategies and financial statements. They will experience and understand the challenges and recovery issues faced by entrepreneurs through research, case studies and sharing sessions.

**BM0189 Small Business Development**

This module focuses on compensation and benefits plans and their administration in organisations. Topics include merit pay plans, flexible wage systems, salary survey, salary structure and design, salary administration, flexible benefit system, and trends in compensation and benefits in Singapore and the region.

**BM0219 Enterprise Business Development**

This module requires students to work in teams and apply their entrepreneurial skills and business knowledge to develop and launch their own enterprises. Students will learn the necessary business skills and problem-solving skills to formulate a total business plan for their respective businesses. They will also have the opportunity to work with business mentors, who serve as facilitators and experts, during the course of the module.

**BM0227 Relationship Management for Wealth Managers**

This module provides students with an understanding of client relationships and the account management skills expected of a relationship manager in a financial institution. Topics covered, such as impression management & etiquette, selling & negotiation, networking skills and skills to become a trusted advisor, are designed to promote business development with potential clients and maintain trusting relationships with existing clients.

**BM0228 Investment Advisory**

This module provides students with an understanding of the client advisory process, including ethics, concepts of wealth management and private banking businesses, as well as specialist knowledge in portfolio construction and management. Students will also learn about the latest developments in the wealth management industry.

**BM0229 Trusts, Tax and Estate Planning**

This module provides students with working knowledge of trusts and how to use trusts to manage cross-border planning. Students will also learn about tax concepts and planning, as well as estate planning structures and strategies in fulfilling the succession planning requirements of wealth management clients.

**BM0240 International Finance and Treasury**

This module provides students with an understanding of the key concepts of international finance, as well as the use of various financial instruments in corporate treasury or bank treasury departments for hedging. Topics covered include international financial markets, functions and operations of the treasury department and various treasury products and instruments such as spot foreign exchange, forwards, futures, options and swaps. In addition, students will also be able to gain competence in working in the treasury department.

**BM0299 Small Business Development**

This module focuses on compensation and benefits plans and their administration in organisations. Topics include merit pay plans, flexible wage systems, salary survey, salary structure and design, salary administration, flexible benefit system, and trends in compensation and benefits in Singapore and the region.

**BM0300 International Business Studies**

This module provides students with an understanding of the role and applications of consumer behaviour in the marketplace. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place. It covers fundamental concepts of consumer behaviour in the market place.
BM0242 Alternative Investments and Hedge Funds [45 hours]
This module provides students with an understanding of investment products other than the traditional stocks and bonds. Asset classes covered include real estate, commodities, financial derivatives and private equity. In addition, students will learn about hedge funds and the different hedge fund trading strategies. Upon completion of the module, students will have the necessary competencies to join the fund management industry in the alternative investment domain.

BM0244 Credit Analysis and Administration [45 hours]
This module provides an overview of the credit process of a bank and introduces the range of credit facilities available to individuals and companies. The module also examines the credit administration and credit control functions of a bank, and loan documentation and processes. Students will learn to apply financial analysis skills in evaluating credit cases and preparing credit propositions.

BM0246 Consumer Banking Practice [45 hours]
This module provides students with an understanding of the basics of the consumer banking industry and its role and importance to the financial services industry. Students will learn about the various types of consumer loans, products and services, such as housing loans and credit cards, and the distribution channels used for such products. The module also covers the principles of consumer banking strategy and the successful marketing strategies used in consumer products. Students will learn about regulatory issues, as well as the Code of Consumer Banking Practice and its impact on the marketing and selling of consumer banking products and services.

BM0247 Fund Administration and Accounting [45 hours]
This module gives students a strong foundation in fund administration and accounting. Topics covered include fund structures, institutional jurisdictions and regulations, and compliance. Students will also learn the fundamentals of investment accounting, net asset valuation and the various control procedures associated with its preparation.

BM0248 Global Securities Operations [45 hours]
This module enables students to understand the main players in the funds and securities industry, their operational roles and the processes involved in securities transactions. Students will learn about various financial instruments, corporate actions, settlements, custody and client servicing. Value-added services such as cash management and securities lending will be covered, giving students an understanding of the entire value chain of funds and securities operations.

BM0249 Investment Analysis and Portfolio Management [45 hours]
This module covers the fundamentals of investments, including topics such as modern portfolio theory, capital asset pricing model, valuation and risk diversification. Students will get an insight into how fund managers set investment objectives and policy, as well as investment industry practices and regulations, industry benchmarks, performance measurement and attribution.

BM0254 Company Law [45 hours]
This module provides students with a basic understanding of company law in Singapore. Topics include corporate formation, corporate financing, company administration and management, company directors and their rights, duties and liabilities, meeting requirements and corporate insolvency.

BM0258 Auditing [45 hours]
This module enables students to understand the basic concepts and principles of auditing and techniques used to carry out an audit. Students will be taught to apply the Code of Professional Ethics to perform and document basic audit procedures.

BM0259 Management Accounting [45 hours]
This module focuses on the use of management accounting techniques to help organizational decision-making, planning and control. Topics include preparation of master budget, flexible budgeting, activity-based costing, variance analysis, cost-volume profit analysis, relevant costing and divisional performance evaluation.

BM0263 Taxation [45 hours]
This module covers the key principles and concepts of Singapore’s taxation system. Topics covered include the tax treatment of various sources of income and relief for individuals, as well as the tax treatment of receipts and expenses for companies. Students will be taught how to prepare tax computations for individuals, partnerships as well as companies including computation of capital allowances and treatment of business losses. Tax treatment of foreign sourced income and withholding taxes are also covered.

BM0264 Public Financial Statements and Consolidation [45 hours]
This module provides an understanding of the legal and professional disclosure requirements relating to the preparation of financial statements, including consolidated group financial statements, for external users. It also covers the practical application of the financial reporting standards in Singapore.

BM0280 Internet & Marketing Communications [45 hours]
This module provides an understanding of the role of advertising, sales promotion, direct marketing and public relations in marketing communications. The module teaches the planning, execution and evaluation of successful marketing communications within the context of promotional mix management. Students will explore the issues surrounding traditional forms of advertising as well as new forms involving electronic media, and marketing on the Internet. The module is delivered with a strong web-centric approach with students searching for information and accessing information from the Internet.

BM0285 Personal Selling and Negotiation Skills [45 hours]
The module focuses on the fundamentals of personal selling and develops students’ ability to accurately identify the customer’s needs to deliver an appropriate solution. Key account management and negotiation skills are also an integral part of this module. Students will be able to integrate practice with the theories and concepts taught through role-playing exercises and case scenarios. Theories and concepts of negotiation and its relevance and application in personal selling will also be covered.

BM0284 Marketing Research [45 hours]
The module provides students with an understanding of market research techniques, and the use of research data and information in business or marketing decision-making. Topics include research design, data collection and analysis, as well as marketing information systems. The emphasis is to develop students’ ability to interpret and analyse marketing research data and information collected to achieve a competitive advantage over business competitors. Students will also work on real client-based business projects.

BM0285 Brand Management [45 hours]
This module provides students with an understanding of brand management in a fast-changing, highly competitive, globalised economy. The module also provides students with an overview of branding strategy and its opportunities, the appropriate ways to build brand value, and how brand hierarchies and portfolios are devised. Topics covered include concepts of brand positioning, brand mix and brand extensions.

BM0541 Sport & Exercise Science [45 hours]
This module introduces students to the basic principles of human anatomy and physiology, the various body systems and their significance to sport and exercise performance. Students will understand the different standards and mechanisms behind the design of exercise programmes, be equipped with basic skills and knowledge to supervise exercise programmes, and demonstrate proper exercise and stretching techniques. Various forms of aerobic exercise and weight management science are also covered in this module.

BM0569 Fundamentals of Sport, Exercise & Fitness [45 hours]
This module provides students with an overview of the history of sport and the values of fair play and sportsmanship. Students will also be introduced to the development and evolution of rules and codes of sport and games as well as the rules & procedures, penalties, scoring systems in league and tournament organisation and planning and scheduling of competitions. The module also provides students with an understanding of the various fitness assessment and exercise programmes and their relation to sport performances and training.
and closures of facilities, as well as the marketing & promotion aspects to the daily operations of facility management such as booking, rentals and issues affecting the industry.

of mass leisure, the economic and political significance of leisure, and future trends for wellness centres and sport tourism activities. The module also explores the growth of leisure lifestyle preferences offered by golf and country clubs, fitness and wellness environments. Students will be introduced to skills such as visualisation, goal-setting, positive self-talk, mental skills training and performance profiling. This module prepares students to apply effective psychological and motivational skills training in designated sport and wellness environments. A workshop-style approach will be used in addition to lectures to encourage students to analyse, evaluate and actively engage in the learning process.

This module introduces students to the planning and administration of facilities for sport and recreation purposes. Topics include the importance of facility management, outsourcing contracts, risk management and safety considerations. Students will also be familiarised with the role & responsibilities of staff, the daily operations of facility management such as booking, rentals and closures of facilities, as well as the marketing & promotion aspects to maximise facility utilisation.

This module teaches students the roles and concepts of Contact Centre and Customer Service Management in the business environment. It provides students with knowledge and skills of managing contact centres. Topics covered include the basic elements of a contact centre, contact centre operations and customer relationship management using contact centre technology, operational aspects of a contact centre, such as performance measurement in a contact centre, forecasting and scheduling, staff recruitment and training, service level management, among others.

This module introduces students to the roles and concepts of Contact Centre and Customer Service Management in the business environment. It provides students with knowledge and skills of managing contact centres. Topics covered include the basic elements of a contact centre, contact centre technology, operational aspects of a contact centre, such as performance measurement in a contact centre, customer service and customer relationship management using contact centre technology, operational aspects of a contact centre, such as performance measurement in a contact centre, forecasting and scheduling, staff recruitment and training, service level management, among others.

This module enables students to learn innovative methods of marketing from a new venture perspective and how to adopt traditional marketing ex elements and tools to suit a SME environment. New forms of marketing, like New Media Marketing, and Social Media Marketing, will also be explored. Topics include marketing audit and competencies, marketing decision-making, entrepreneurial marketing plan and budgeting.

This core module provides students with an overview of the key concepts of Digital Marketing and how this dominant trend can be deployed in a total marketing communications plan. Students will learn how to use the psychology of users on new media platforms, the impact of user-generated content, critical success factors in the deployment of new media, the integration of new media into an organisation’s total communications plan, as well as an analysis into the future of this industry. Students will also learn to apply new media tools such as Facebook, YouTube, Twitter, blogs and Wikis, through practical and application-based teaching methods.

This module enables students to analyse, evaluate and actively engage in the learning process.
This elective module provides students with an understanding of the unique characteristics of different media platforms (print, radio, TV, internet and digital media). They will be taught to create and package compelling content, using infographics, images, sound and videos. To suit these platforms so as to effectively communicate with and market their products and services to consumers.

**Practising for Different Media Platforms**

**[45 hours]**

**Essentials of Customer Behaviour**

This module provides students with the knowledge, skills and CRM-based strategies needed to enhance and manage customer relationships. Through case studies and scenario-based learning, students will learn how companies that focus on service management and innovation differentiate services from goods. It examines the definition of the service concept and the idea of service classification. Students will also understand the dimensions and routes for service innovation. Areas such as customer satisfaction, complaint management and service guarantees will be covered. Students will learn how companies focus on service management and innovation differentiate themselves from the competition.

**[45 hours]**

**Essentials of Human Resource Management**

This module introduces students to the fundamentals of human resource management and its contributions to organizations. Students will learn about well-established human resource practices such as human resource planning, recruitment and selection, training and development, performance management, and pay and benefits administration. The impact of technology on human resource management, emerging trends in human resource management and practices in Singapore and globally, and the changing role of human resource professionals will also be covered in the module.

**[45 hours]**

**Financial Planning (REVISED)**

This module provides students with an understanding of the legal principles of insurance, concepts of risks and how risks are managed. Students will be taught topics in comprehensive financial planning process as well as needs analysis required to assist individuals in attaining financial and lifestyle goals. The purpose, coverage and workings of various insurance classes in Singapore, as well as the regulatory environment governing the industry and ethics, will also be covered.

**[45 hours]**

**Financial Technology (NEW)**

This module covers electronic banking technologies and the banking channels for the delivery of financial products and banking services. Topics covered include electronic payment systems, Financial EDI, smart cards technologies, product factory technologies, processing factory technologies, as well as electronic delivery channels which include branch table, ATM, EFTPOS, service, bank, tele-banking, and Internet banking.

**[45 hours]**

**Banking Technology (NEW)**

This module covers electronic banking technologies and the banking channels for the delivery of financial products and banking services. Topics covered include electronic payment systems, Financial EDI, smart cards technologies, product factory technologies, processing factory technologies, as well as electronic delivery channels which include branch table, ATM, EFTPOS, service, bank, tele-banking, and Internet banking.

**[45 hours]**

**Banking Law and Ethics (NEW)**

This module looks at the legal aspects of the relationship between a bank and its customer such as the duties and obligations of the bank, banking secrecy, different types of accounts and the impact of events like the customer’s bankruptcy or death on the bank’s obligations. Students will be introduced to different forms of security commonly taken by banks as well as the law of negotiable instruments. Students will also be taught the regulatory and supervisory framework applicable to banks in Singapore with reference to legislation and MAS directives and notices, as well as learn the ethical principles to be observed by bankers through the use of case studies.

**[45 hours]**

**International Human Resource Management**

This module provides students with an understanding of the international environment, major trade and investment trends and a firm’s perspectives to doing international business. Students will learn to appreciate the macro-environmental aspects of International Business, from analysis of the competitive environment (e.g. political, economic, etc.), to industry-level analysis, timing and mode of entry. Current issues and examples are used to enhance students’ learning.

**[45 hours]**

**International Trade Management**

This module covers the functions and uses of trade documents and trade terms, the various methods of payments to trade, the risks faced by traders in international trade, and the different types of counter trade. Students are taught the basics of trade, practical aspects of importing and exporting goods, and various shipping documents commonly encountered in shipping goods internationally.

**[45 hours]**

**International Business Strategy**

This module enables students to understand the fundamentals of strategic management from the perspectives of both large and small organisations operating internationally. Students will also attend a series of seminars and workshops conducted by industry practitioners, and conduct country research to gain an in-depth understanding of emerging markets.

**[45 hours]**

**International Finance**

This module provides students with an overview of the international financial markets and monetary systems, focusing on international financial methods, capital raising methods, and investments and trade management tools. Topics include money market instruments, financing arrangements in international capital markets, swaps, futures and foreign exchange.

**[45 hours]**

**International Trade Management**

This module provides students with an understanding of the core concepts of international business, major trade and investment trends and a firm’s perspectives to doing international business. Students will learn to appreciate the macro-environmental aspects of International Business, from analysis of the competitive environment (e.g. political, economic, etc.), to industry-level analysis, timing and mode of entry. Current issues and examples are used to enhance students’ learning.

**[45 hours]**

**Risk Management (NEW)**

This module introduces market, credit and operational risks that affect a financial institution’s capital management. Students will learn how to use financial instruments to manage exposure to credit and market risk, as well as the procedures and practices involved in the identification, analysis, assessment, control and minimisation of risk. Students will also be exposed to economic capital control and the impact of IFRS regulations.

**[45 hours]**

**Principles & Practices in CRM**

This module provides students with the knowledge, skills and CRM-based strategies needed to enhance and manage customer relationships. Through case studies and scenario-based learning, students will learn and apply basic CRM analytical techniques and tools, CRM technologies, and integrated CRM solutions. The module also introduces students to the use of CRM systems to enhance the effectiveness of CRM implementations.

**[45 hours]**

**Service Operations & Quality Management**

This module provides students with an understanding of the management of service industries and how business policies and objectives can be implemented. Topics include operational issues facing the service industry, such as demand and forecasting, capacity and facility management, and scheduling of activities. Students will also learn about service quality management such as the measurement of service quality and the cost of quality. The various approaches to quality, including ISO 9000 and total quality management approach, specific techniques and initiatives such as Kaizen, quality circle, Ishikawa and Six Sigma, are also covered.

**[45 hours]**

**Services Management & Innovation**

This module introduces students to the nature and characteristics that distinguish services from goods. It examines the definition of the service concept and the idea of service classification. Students will also understand the dimensions and routes for service innovation. Areas such as customer satisfaction, complaint management and service guarantees will be covered. Students will learn how companies focus on service management and innovation differentiate themselves from the competition.

**[45 hours]**

**Pitching for Different Media Platforms**

This elective module teaches students to analyse qualitative and quantitative data from digital marketing campaigns to derive a better understanding of consumer trends and buying behaviour. Such data can also be used to predict potential trends and derive invaluable insights that marketers can use in decision-making.

**[45 hours]**

**Digital Marketing Analytics**

This module provides students with the knowledge, skills and CRM-based strategies needed to enhance and manage customer relationships. Through case studies and scenario-based learning, students will learn and apply basic CRM analytical techniques and tools, CRM technologies, and integrated CRM solutions. The module also introduces students to the use of CRM systems to enhance the effectiveness of CRM implementations.

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**Risk Management (NEW)**

This module provides students with an understanding of the dynamic, global business environment, major trade and investment trends and a firm’s perspectives to doing international business. Students will learn to appreciate the macro-environmental aspects of International Business, from analysis of the competitive environment (e.g. political, economic, etc.), to industry-level analysis, timing and mode of entry. Current issues and examples are used to enhance students’ learning.

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**[45 hours]**

**Essentials of Customer Behaviour**

This module examines the cognitive processes and behaviours involved when people purchase and use products and services. Students will learn customer needs, motivation, personality, self-concept and perception, as well as important aspects of consumer decision-making.

**[45 hours]**

**Financial Technology (NEW)**

This module covers electronic banking technologies and the banking channels for the delivery of financial products and banking services. Topics covered include electronic payment systems, Financial EDI, smart cards technologies, product factory technologies, processing factory technologies, as well as electronic delivery channels which include branch table, ATM, EFTPOS, service, bank, tele-banking, and Internet banking.

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This module looks at the legal aspects of the relationship between a bank and its customer such as the duties and obligations of the bank, banking secrecy, different types of accounts and the impact of events like the customer’s bankruptcy or death on the bank’s obligations. Students will be introduced to different forms of security commonly taken by banks as well as the law of negotiable instruments. Students will also be taught the regulatory and supervisory framework applicable to banks in Singapore with reference to legislation and MAS directives and notices, as well as learn the ethical principles to be observed by bankers through the use of case studies.

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**Financial Planning (REVISED)**

This module provides students with an understanding of the legal principles of insurance, concepts of risks and how risks are managed. Students will be taught topics in comprehensive financial planning process as well as needs analysis required to assist individuals in attaining financial and lifestyle goals. The purpose, coverage and workings of various insurance classes in Singapore, as well as the regulatory environment governing the industry and ethics, will also be covered.

**[45 hours]**

**Risk Management (NEW)**

This module introduces market, credit and operational risks that affect a financial institution’s capital management. Students will learn how to use financial instruments to manage exposure to credit and market risk, as well as the procedures and practices involved in the identification, analysis, assessment, control and minimisation of risk. Students will also be exposed to economic capital control and the impact of IFRS regulations.

**[45 hours]**
BM0603 Journalistic Writing [60 hours]
This module introduces students to news writing and reporting for broadcast and print media. It focuses on interviewing and storytelling techniques, the creative writing process, self-editing and publication. Students will learn the different techniques needed for writing news stories, personality profiles, features, reviews, editorials and scripts for newscasts. The module will also touch on the ethics of accuracy and fair reporting.

BM0604 People & Supervisory Management [60 hours]
This module provides students with an understanding of management, the functions of a supervisor, and the challenges supervisors face. Students will learn about workplace dynamics and management concepts such as employee motivation, leadership styles, negotiation techniques, performance appraisal, ethics and disciplining. Through practical case studies and illustrations, the module enables students to apply supervisory skills in the planning, organizing and execution processes in media-related organizations.

BM0605 Media Financial Management [60 hours]
This module provides students with fundamental concepts and principles of finance and management accounting applied in the media industry. Students will be equipped with a basic understanding of financial statements such as the profit and loss statement, balance sheet and cash flow statement, with emphasis on budget preparation and management. Interpretation of financial statements and reports of media businesses through the use of relevant financial analysis tools and techniques will also be covered.

BM0606 Market Research [45 hours]
This module provides students with an understanding of the fundamental elements of research and how it applies to the media industry. This includes the basics of inferential and descriptive statistics in communications research. The emphasis is on developing students' ability in collecting primary and secondary data, inferential and descriptive statistics in communications research. The module will build confidence in students by providing them ample opportunities to make presentations in class.

BM0620 Introduction to Media Industry & Management [45 hours]
This module provides students with an introduction and overview of the media industry; the key players within the industry, and the entire spectrum of activities within the media business. Students will understand the landscape surrounding the media industry; its development, the institutional arrangements and related media management principles.

BM0623 Public Relations & Communications Management [45 hours]
This module introduces students to the many facets of Public Relations (PR) — the principles behind the practice of PR, the role of PR practitioners, and the external and internal ‘publics’ that they are in contact with. The module also focuses on critical skills that every PR practitioner needs to know, such as planning a PR campaign, cultivating relationships with the media and crisis management.

BM0625 Multi-Camera Production [45 hours]
This module gives students an overview of the principles and concepts of multi-camera studio production. Students will be trained in the use of various technologies and equipment and taught the processes necessary for various stages of studio production. Through practical sessions, students will become familiar with the various roles in a multi-camera studio production. They will also have the opportunity to direct different programme genres, including news, entertainment and panel shows.

BM0641 Media Buying & Sales Negotiation [60 hours]
This module introduces students to the media buying process with specific emphasis placed on the role of the salesperson and the buyer of media-related products. This module will cover negotiation strategies and techniques — the how-to's of negotiation as well as methods used by professional buyers and sellers. Students will learn the importance of communication, how to qualify and quantify the value, of creativity in buying and closing deals, when to negotiate and why, and the ethics in negotiation.

BM0642 Broadcast Media Management & Programming [45 hours]
This module provides students with an understanding of the principles and practices used in TV, radio, cable systems and new media programming and management. It gives students an overview of the key job functions in the programming, promotions and art departments of media organizations. It also introduces students to key job processes in media companies and explains business models that ensure the survival of media organizations. Students will also learn scheduling strategies applied in broadcast TV, cable systems, radio and new media, with the aim of maximizing viewership, listenership and audience revenue.

BM0643 Media Production Management [45 hours]
The media production process is a series of inter-related activities that sees a production from start to finish. Production executives need to effectively manage the operators involved to ensure the success of a production. This module equips students with the skills needed to manage the operational aspects of a production, such as logistics, budgeting, crew management, building a team, as well as managing service providers, sponsors, artists and members of the production team.

BM0645 Print Media Management [45 hours]
This module provides students with a basic understanding of the different types of print media, namely newspapers, magazines and books. Students will learn about the unique characteristics of these media, their production processes, trends, as well as industry standards in content creation. The module will also cover the role of advertisements in newspapers and magazines, and the business/revenue models of newspapers, magazines and book publishing.

BM0662 Digital Film & Video Production [60 hours]
This module provides students with an overview of the processes involved in film and video production. They will be taught basic TV production grammar and be required to apply them in film and video projects. It also teaches hands-on skills like video and audio editing to prepare students for the broadcast industry.

BM0665 Writing for the Mass Media [60 hours]
This module provides students with a fundamental understanding of writing for both print and broadcast media. It equips students with the necessary skills for writing feature stories, magazine programmes for TV, and copywriting for advertisements. Students will experience the collaborative production process, including planning, researching, writing and editing. Students will be taught the characteristics of feature writing, techniques of getting facts and feeling from interviews, ethical issues in journalism, and creative writing for advertisement headlines and body copy.

BM0666 Advanced Video Production & Editing [45 hours]
This module enables students to understand advanced practical, conceptual and aesthetic aspects of video editing and post-production in a non-linear environment. Students will learn to edit different genres through editing exercises and gain further hands-on training on the Final Cut Pro digital editing system. The module will also teach students advanced post-production techniques which are commonly used by the media industry.

BM0667 Software Applications for Mass Media [45 hours]
This module introduces students to the latest technological developments in media. Industry-standard software applications in the areas of desktop publishing (Adobe InDesign), photo editing (Adobe Photoshop) and simple motion graphics and animation are taught. Students will also learn the role of the software used in the media industry, including providing students with hands-on experience to make them competent in the use of these underlying software technologies.

BM0668 Scriptwriting & Film Production [45 hours]
This module introduces students to key job processes in media companies and explains business models that ensure the survival of media organizations. Students will also learn scheduling strategies applied in broadcast TV, cable systems, radio and new media, with the aim of maximizing viewership, listenership and audience revenue.

BM0669 Media & Business Management [45 hours]
This module provides students with an understanding of the different types of print media, namely newspapers, magazines and books. Students will learn about the unique characteristics of these media, their production processes, trends, as well as industry standards in content creation. The module will also cover the role of advertisements in newspapers and magazines, and the business/revenue models of newspapers, magazines and book publishing.
students are expected to conceptualise, develop and pitch ideas to lecturers before
of lecturers and learn to apply the various concepts and knowledge acquired
hands-on training programme that exposes them to TV and print production
Teaching Enterprise Project (Practicum)
BM0688
[45 hours]
This module explores the impact of media and emerging media technologies on
on media psychology (e.g. sex, violence and advertising), specific media genres
This module explores the impact of media and emerging media technologies on
of Internet for research and learning. In addition, students also learn practical and
obtain spreadsheet applications and database management tools. Through hands-on practice, students will be able to apply these tools in business
Business Software Applications
BM0705
[45 hours]
This module provides students with skills to use software tools for business,
including advanced spreadsheet applications and database management tools. Through hands-on practice, students will be able to apply these tools in business
to business law in Singapore. The module begins with an introduction to the
Managing Inventory in SCM
BM0830
[45 hours]
This module provides students with knowledge of the latest practices in business
This module provides students with a basic understanding of freight management
import and export procedures. Students will be introduced to the concept of terms
explores the role of international business law in a borderless world, focusing on
Retail Store Design and Visual Merchandising
BM0901
[45 hours]
This module provides students with an understanding of the elements of retail
to business law in Singapore. The module begins with an introduction to the
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Retail Store Design and Visual Merchandising
BM0901
[45 hours]
This module provides students with an understanding of the elements of retail
**BM0907 Retail Operations & Omnichannel Management** [45 hours]
This module provides students with an overview of the retail industry in Singapore, through simulation games, case scenarios, e-learning, projects and field visits. It introduces students to retailing and the emerging trend of e-retailing, omnichannel and social media marketing retailing. It enables them to understand the types of retail business strategies, formats, and retail trends. Students will learn the principles and fundamentals of retail store operations and management. They will also examine the global phenomenon of omnichannel retailing which changes the retail landscape. Other topics include enabling technologies, supply chain integration, and omnichannel implementation, trends and issues.

**BM0908 Retail Buying** [45 hours]
This module enables students to understand a buyer’s role and identifies the qualities needed for a career in buying. It introduces the concepts, techniques and terminologies essential for success in buying for the retail sector. Students will gain an understanding on the concept of sourcing and identifying sources of supply. Students will also be introduced to the concepts in developing and buying for lifestyle, luxury, fashion, beauty and grocery retail brands. Other strategic issues such as ethical buying, private labels and retail logistics will also be discussed.

**BM0912 Essentials of Event Management** [45 hours]
This module enables students to conceptualise and deliver an effective presentation to close event deals successfully. Students will learn event concept development and strategy, as well as evaluate and conceptualise the needs, characteristics and decision processes of corporate clients. The module also gives students insight into the dynamic nature of the corporate marketing environment, and the similarities and differences between consumer and corporate marketing.

**BM0915 Events Branding, Marketing & Promotions** [45 hours]
This module provides students with the understanding of the branding of an event, managing sponsorship and working with stakeholders. Students will also learn integrated marketing communications, focusing on event marketing, event presentation, media relations and publicity, and electronic event marketing strategies.

**BM0916 Managing Mega Events & Roadshows** [45 hours]
This module provides students with the knowledge of the different scales of international/local events and roadshows, such as the Formula 1 Grand Prix, Great Singapore Sale and Singapore Fashion Festival. Students will be taught to apply their knowledge to event creation, design, planning, management, budgeting and marketing for events of different scales.

**BM0924 Managing the Customer Experience** [45 hours]
This module equips students with an understanding of the service concept, as well as the key differences between goods and services. Students will learn about the consumer decision-making process, factors that influence the process, and how to manage service employees to achieve the organisation’s goals of service excellence. Customer service techniques, strategies to build loyalty and improve service quality, as well as service recovery, are also covered.

**BM0925 Distribution and Attractions Management** [45 hours]
The module provides students with a basic understanding of destination and attractions management issues and practices. The positive and negative effects of tourism activities in destinations, and the effects of attractions development on host communities will be showcased. Students will also gain insights into how destinations and attractions are developed and operated, including design, marketing, funding and operation management of attractions. Current trends impacting the development and operations of destinations and attractions will also be discussed.

**BM0926 Decision Sciences and Yield Management** [45 hours]
This module covers the different quantitative analysis aspects of hospitality businesses. Students will be equipped with commonly used decision science tools for optimising service operation decisions and learn how to apply the principles of yield management effectively. Topics include forecasting, group decisions, and managing service business marketing issues. Students will also be equipped with skills and an understanding necessary for making revenue management decisions using quantitative data.

**BM0931 Marketing for Hospitality** [45 hours]
This module provides students with the knowledge and skills needed to apply key marketing management theories and concepts in a hospitality and resort environment. It introduces students to planning processes, analysis and review of marketing environments, competitive and growth strategies, and the fundamentals of developing and implementing the marketing mix of hotel, resort, convention, conference and housekeeping departments. Students will learn the various applications of the Hotel Property Management System, and practice extensively through simulations of front office and housekeeping activities. They will also be taught how other hotel departments relate to the rooms division and how they operate in tandem, to enhance the overall guest experience.

**BM0932 Resort Development and Management** [45 hours]
This module provides students with an understanding of the various types of resorts and their differences. An appreciation of master planning, resort concept and development, feasibility studies, as well as an understanding of the businesses within a resort will be covered. Students will also learn to differentiate resort guests from hotel guests, and how resorts can provide a seamless guest experience. The management of critical resources for running a resort operation in an effective and efficient manner is also covered.

**BM0936 Managing Special Events and Festivals** [45 hours]
This module provides students with an understanding of the various types of events and festivals that can inject vibrancy to a destination and generate widespread media publicity. Students will be introduced to key event planning and management techniques using a case study approach. They will learn to develop and submit bids for a special event in Singapore, covering the entire value chain from event concept development through budgeting and marketing to full operation. Students will also be given hands-on experience in a live special event to illustrate the concepts learned during the course.

**BM0937 Theme Park Operations** [45 hours]
This module provides students with an overview of the management and operation of theme parks. Students will be introduced to the business of theme parks, highlighting significant investment and revenue implications, operating systems and processes unique to the theme park industry. They will develop an understanding of the design rationale of theme park layouts and essential operational departments like attractions, entry operations, park services, warehouse operations, communications, as well as supporting services like technical and maintenance operations. The social and economic impacts that theme parks have on the host communities will be discussed, and skills and service paradigms that are essential for a world-class theme park will be imparted to students.

**BM0952 Rooms Division Management** [45 hours]
This module allows students to conduct an in-depth study of the room divisions in hotels. The module aims to give students an understanding of the design, management, control, organisation, facilities, layout, housekeeping and management of hotel rooms. Students will learn the various applications of the Hotel Property Management System, and practice extensively through simulations of front office and housekeeping activities. They will also be taught how other hotel departments relate to the rooms division and how they operate in tandem, to enhance the overall guest experience.

**BM0953 Kitchen & Restaurant Operations** [45 hours]
This module provides students with an overview of basic food ingredients, histories and types of courses, commodities, and terminologies used in food preparation and service, including history, appropriate uses, quality standards and storage. Students will also be introduced to various alcoholic and non-alcoholic beverages, including the production, factory, brand names, and trends of these beverages. The module will introduce students to the day-to-day operational concerns in running a food service business, including service styles, table settings, hygiene and sanitation. Students will also acquire basic dining room service skills through practical sessions.
and theme parks, as well as ancillary services. The relationships between these within the tourism ecosystem, such as tourism promoters, travel agents, tourism in Singapore and overseas. It highlights the functions of key travel products BM0970

Introduction to Lodging (45 hours) The module enables students to learn about the different types of tourist lodging modes, and the different forms of organisation, management and ownership of accommodation properties. Students will learn about the departments of tourist accommodations such as hotels, serviced apartments and hostels. These include reception office, finance, human resources, security, fire prevention, engineering, food & beverage, and marketing. Students will also be introduced to property management software.

BM0972

Managing a Diversified Workforce (45 hours) The module allows students to learn about different world views, as well as understand and value diversity at the workplace. Students will understand that cultural diversity is the norm rather than the exception in the tourism and hospitality industry, thus preparing them to enter an increasingly diversified workforce, and to work with them by human resource management issues relevant to the industry. The module also teaches students to manage cross-cultural issues, be aware of similarities and differences between cultures, as well as recognize the major sources of conflict among cultures.

BM0973

Business Continuity & Risk Management (45 hours) The module enables students to understand the importance of putting in place business continuity and risk management plans for hotels. The module describes emergency situations such as disease outbreaks, acts of terrorism, fires, natural disasters, and outlines the broad strategies and steps taken for incident prevention and loss mitigation. The organizational setup of the business continuity and risk management teams in a hospitality business, as well as the scope of duty for key personnel, are also covered.

BM0974

Introduction to MICE (Meetings, Incentives, Conventions and Exhibitions) (45 hours) The module enables students to learn about the types of business events that comprise the meetings, incentives, conventions and exhibitions business (MICE) industry. The students will review the terms and references used, as well as the roles played by professional meeting planners as well as contribute towards the value chain for MICE, from concept development, budget components, and MICE business partners, contact details, to operational and managerial requirements for staging events, as well as the trends and challenges faced by the industry.

BM0981

Managing Conferences (45 hours) The module equips students with knowledge of the roles and responsibilities of a Professional Conference Organizer (PCO). They will be exposed to detailed conference planning and organization, as well as the staging and implementation of the conference. During the planning and organizing stage, students will learn to establish the objectives for the conference, site selection, handling requests for proposals, call for speakers, curating conference programme, formulating marketing plan for a conference, assessing risk management and developing a crisis management plan. At the implementation stage, students are equipped with knowledge on how to manage conference delegates, conference speakers, facility and service providers, on-site crisis, and also conducting post-conference evaluation.

BM0982

Exhibition Management (45 hours) This module derives its key aspects of exhibition project management and operations. Students will acquire the essential skills of project management scheduling, budgeting, request for proposals (RFPs), and sales and marketing of exhibition at the planning phase. At the operational level, students will be equipped with the knowledge and skills required before, during, and after the exhibition. These include developing the floor plan; managing exhibitors, visitors, facility and service providers, assessing risk; and developing on-site crisis management. Students will also learn the importance of conducting post-exhibition evaluation, as well as the general practices and trends in the exhibition industry.

BM0985

Managing Meetings & Incentives (45 hours) This module provides students with knowledge in planning, organizing and staging tourist-related business events such as corporate meetings, government/ NGO led forums, incentive trips and company functions. At the planning stage, concept development, budgeting, sourcing and negotiation will be taught; while the implementation stage will focus on operational procedures such as service provider liaison, obtaining clearances from relevant authorities and contingency measures. Students will also learn about the roles and responsibilities of destination management companies and corporate meeting planners, and apply their innovation and creativity in organizing and staging corporate events and incentive trips.

BM1051

Principles of Accounting (60 hours) This module provides students with an understanding of the basic concepts and principles of accounting, including service and merchandising enterprises in the forms of sole proprietorships and companies. Topics include fundamental accounting principles, accounting for asset and liabilities and measurement of profit. Students will also learn to interpret financial statements through the use of financial ratios.

BM1054

Statistics (60 hours) This module provides students with a basic understanding of statistical concepts that are useful and relevant for business applications and decision-making. Topics include descriptive statistics, probability, discrete probability distributions, regression and correlation, time series analysis and index numbers.

BM3035

Economics (60 hours) This module provides students with an understanding of the basic principles of economics and the framework of economic reasoning as applied in business. Topics include the principles of demand and supply, theory of the firm, production costs, profit maximisation, market structures, inflation and unemployment, monetary and fiscal policies and foreign exchange.

BM3037

Business Communication (60 hours) This module equips students with necessary writing skills through the correct use of English grammar, effective sentence construction, paragraph and paragraph development, organisation of logical argument or expression of views, as well as the principles and techniques of concise writing. Taught through small group tutorial sessions, the focus will be to address common errors, correct ineffective writing styles, and enhance students’ English Language proficiency through writing practice.

BM3031

Financial Accounting (60 hours) This module provides students with an understanding of the various F&B concepts, formats, and set-ups. Students will discuss the F&B trends in Singapore and internationally and utilize this knowledge to develop an optimum space-plan and design of an efficient workflow system. The legal and regulatory requirements in the setup of an F&B business will also be covered.
CL1928 Food Safety & Hygiene [30 hours]
This module provides students with an overview of food safety, regulatory requirements and hygiene. It introduces students to food hazards, foodborne diseases, issues in food safety and HACCP. GMQ: Quality Management System, legislative and regulatory requirements.

CL1930 Basic Baking & Pastry [90 hours]
This module provides students with fundamental cooking and baking techniques, proper handling of bakers’ scale, liquid measurement, knife skills, piping skills, and mixing methods. Students will also learn the fundamental skills for producing cakes, butter creams, icings, cookies, pies, puff pastries, laminated dough, breads and rolls.

CL1931 Basic Cookery & Foodservice [60 hours]
This module introduces students to cooking techniques such as sautéing, boiling, baking, searing, shallow-frying, and the preparation of stocks, soups, sauces and related ingredients. The proper use of knives, tools, small wares and equipment will also be emphasised.

CL1932 Food Ingredients Applications [60 hours]
This module examines the characteristics, functions and effects of various food ingredients/additives which are commonly found in processed foods, such as acidulants, antioxidants, bulling agents, colourings, chelating agents, flavourings, emulsifiers, herbs, leavening agents, stabilisers, spices and sweeteners. Haptenicity of food, regulation, safety and consumer appeal will also be studied.

CL2856 International Cuisine [60 hours]
This module reinforces the techniques of grilling, deep-frying/shallow frying, steaming, sautéing, braising/stewing and roasting through the menu production of foods from around the world. The cuisines of Asia, the Middle East, Northern Africa, Greece, the Caribbean, Central America and South America, will be explored.

CL2858 Kitchen Operations [30 hours]
This module provides students with general principles of food service operations with emphasis on kitchen operations. Students will be taught operational procedures, logistics planning and overall resource management of a kitchen.

CL2859 Stock & Sauces Preparation [45 hours]
This module equips students with the cooking techniques of simmering and boiling for the production of stocks, sauces, soups and related ingredients. The preparation of broths, stocks, small wares and equipment for stock and sauce will also be emphasised.

CL2870 Kitchen Applications and Techniques
This module teaches essential skills to improve confidence and capabilities in the kitchen. Students will learn fundamental techniques such as kneading, studding, smoking, and the preparation of terrines, pâtés, sausages, herbs and seasonings, sauces and relishes.

CL2871 Advanced Pastry & Baking
This module focuses on advanced patisserie and baking production, technique and finishing skills. Emphasis is on developing flavour, textures and decorative components used in the creation of patisserie. Instructors will give guidance on the use of cakes, both as individual offerings and as platted dessert presentations.