The School of Business & Accountancy (BA) is the premier provider of Business and Accountancy education at the polytechnic level in Singapore. Its rigorous curriculum, excellent student development programmes, internships with prestigious organisations, state-of-the-art facilities and dedicated teaching staff have nurtured thousands of dynamic business professionals for almost five decades since 1963.

COURSES OFFERED
BA offers the following full-time, three-year diploma courses:
- Diploma in Accountancy (ACC)
- Diploma in Banking & Financial Services (BFS)
- Diploma in Business Information Technology (BIT)
- Diploma in Business Studies (BS)
- Diploma in International Business (IBZ)
- Diploma in International Logistics & Supply Chain Management (ILSCM)
- Diploma in Tourism & Resort Management (TRM)

JOINT PROGRAMMES
BA also offers the following programmes in collaboration with NP’s other academic schools:
- Engineering with Business Management Programme with the School of Engineering
- Diploma in Arts Business Management with the School of Humanities & Social Sciences

FLAGSHIP PROGRAMMES
Harnessing the Spirit of Entrepreneurship
BA is the first business school at the polytechnic level in Singapore to launch an Entrepreneurship Option for Business Studies students. Students will learn about the practical problems of starting a business venture under the Experiential Training for Entrepreneurship Development (EXTEND) programme. BA students’ business proposals are assessed and rewarded with seed funding of up to $3,000 under the polytechnic’s EnterpriZe! Scheme.

Entrepreneurs-Connect@NP (EC@NP), a unit driven by BA, offers product and market study, business planning and development guidance. EC@NP develops students’ entrepreneurial skills through activities such as networking sessions with notable business personalities.

BA also offers a module on Enterprise Creation & Development, where students can acquire skills in starting a business. Students can opt to work full-time on their start-ups in the last six months of their course.

Real Exposure
Under the Realistic, Experiential & Applied Learning (REAL) programme, BS (Marketing) students plan and implement marketing strategies, and take responsibility for the bottom lines of their respective ventures. Their counterparts in BIT develop e-business and mobile applications for companies in their second and third year of study.

Under its Thumbs UP! (Training Human Resources for Better Skills – a Unique Programme), BS (Human Capital Management) students work with organisations to assist them in human resource projects such as evaluating training needs analysis, planning and conducting training activities and developing employee handbook and staff policies.
STUDENT/GRADUATE ACHIEVEMENTS
Several graduates have gone on to win prestigious scholarships.

- Edwin Luke Wee Jian Yu (BS, Ngee Ann Kongsi Gold Medal, Lien Ying Chow Gold Medal, 2013) and Sim Jing En (TRM, Gold Medallist, 2013) were awarded the prestigious PSC Scholarship to pursue Double Degree in Business Administration and Communications & New Media, and Degree in Law at National University of Singapore respectively.
- Lin Yixin Eileen (ACC, Diploma with Merit, 2013) was awarded the Nanyang Scholarship to pursue a Degree in Accountancy at Nanyang Technological University.
- Karyn Ho Ling-Er (BFS, Gold Medallist, 2013) and Lew Quan Yi (BFS, Diploma with Merit, 2013) were awarded the Nanyang Scholarship to pursue a Degree in Business, and Double Degree in Accountancy & Business at Nanyang Technological University respectively.
- Wee Jerrick (BFS, Diploma with Merit, 2013) was awarded the Yale-NUS Study Award to pursue a Degree in Arts/Science (Honours) at Yale-NUS College.
- Glenn Ong Ke Xian (BFS, Gold Medallist, 2011) was awarded Lee Kuan Yew Scholarship to Encourage Upgrading or LKY-STEP Award in 2013. He was also awarded the Nanyang Scholarship to pursue a Double Degree in Accountancy & Business at Nanyang Technological University.
- Bennie Lim You Min (BS, Diploma with Merit, 2013) was awarded the MOH Holdings Health Services Scholarship to pursue a Degree in Arts and Social Sciences (Social Work) at National University of Singapore.
- Hong Si Li Kelly (BS, Diploma with Merit, 2013) was awarded the SPRING Executive Development Scholarship to pursue a Degree in Business at Nanyang Technological University.
- Bianca Tham Yoke Ling (BS, Diploma with Merit, 2013) was awarded the MOE Teaching Award to pursue a Degree in Arts/Social Sciences (major in English Literature) at National University of Singapore.
- Tham Hui Ting, Alisha (TRM, Silver Medallist, 2013) and Chow Pui Fang (TRM, Diploma with Merit, 2013) were awarded the Singapore Management University Scholarship and both will pursue a Degree in Business Management at Singapore Management University.
- Grace Tan Shu Ting (IBZ, Diploma with Merit, 2013) was awarded the College Scholarship to pursue a Degree (Hons) in Linguistics and Multilingual Studies at Nanyang Technological University.

The rigour of our curriculum, teaching and learning environment, as well as global and industry exposure prepare BA graduates well for their university education, and many of them go on to excel in their further studies and start-up enterprises.

- BS graduates (2007) Quek Siu Riu and Marcus Tan Yi Wei, co-founders of Carousell, a consumer-to-consumer marketplace app for iOS and Android, secured S$1 million in seed funding by Rakuten - the world’s third-largest ecommerce company.
- Social entrepreneur Stanley Chia DinLi (ACC, 2009) who started Envisage Education Pte Ltd, also runs two youth-centric enterprises (Collegify Singapore and SingYouth Hub), and is committed to youth’s holistic development.
- Wayne Goh Xi An (ACC, 2012) founded All Deals Asia, a one-stop portal that allows customers to find the best deals in Singapore, Malaysia, Philippines and the rest of Southeast Asia. Wayne took up the EnterpriZe! Scheme under Entrepreneurs-Connect@NP which is an incentive funding scheme to start the online business. The online portal has gone on to become a million dollar-revenue company that boasts 300,000 subscribers.

FORUMS & COMPETITIONS
BA students enjoy many opportunities to showcase their talents in international forums and national competitions. Here are a few recent examples.

- Sherman Chew, Bryan Chia, Edison Hon and Santo Dominggo (ACC), emerged as champions for Poly level in the National Tax Competition 2013 organised by Nanyang Technological University.
- BS (Marketing option) students Ng Wei Xiang Dwayne, Jeremy Cheong Si Yuan, Chin Qi Yi, Loi Qirong and Sharon Chee Pei Shan came in second in the CIMS International Marketing Competition 2013.
COLLABORATIONS

BA has forged close ties with industry partners and government bodies to provide its students with excellent opportunities for internships, exchange programmes and study trips. For example, ACC final year students go on six-month internship with international accounting and auditing firms, banks and other prestigious organisations.

The School has also built a strong relationship with several overseas organisations and tertiary institutions for internship and immersion programmes for BA students. For the 22-week overseas internship programme, BA students are being hosted in countries such as China, Hong Kong, Maldives, Taiwan, Thailand, UAE, USA and Vietnam. BA continually seeks new placement in developed and emerging countries to enrich our students’ learning and global perspective. TRM students attended a five-week immersion programme at the Tianjin University of Commerce-Florida International University in China. Similar immersion programmes are also available for BA students to study some modules at Wuhan University of Science and Technology, Xiamen University, and Shanghai University, while being immersed in the culture of the host country.

Under the MOU with the Singapore Shippers’ Academy (SA), IBZ students get to learn about international trade operations, shipping procedures and trade agreements from SA trainers. They will also benefit from internship positions with member organisations of the Singapore National Shippers’ Council and have opportunities to be attached to overseas offices and participate in business mission trips. Selected interns may be given study grants for post-diploma or degree programmes.

In addition, NP and SA will jointly offer an Advanced Diploma in International Business for diploma and degree holders, as well as other continuous education and training programmes. As part of our collaboration with the private sector, BA worked with Philip Securities Pte Ltd for its online shares trading platform, POEMS, for use in the BFS curriculum.

BIT also collaborates with various corporate partners on the Technopreneurship Incubation Programme (TIP), which allows students to develop and implement creative business-IT solutions under the mentorship of BIT lecturers and corporate partners.

All BA’s diploma courses emphasise applied and practice-oriented learning and are closely attuned to current industry trends and practices. This ensures that students are equipped with the most up-to-date and relevant skills to excel in their careers and further studies.
Diploma in ACCOUNTANCY (ACC)

The Diploma in Accountancy (ACC) gives students a head-start in their careers in accounting. Students learn how to maintain financial records, assess financial performance and potential for growth, as well as bring value to businesses in terms of strategy and governance.

The course comprises foundational modules on financial and managerial accounting, taxation, computing and communication skills. These are complemented by basics in other related disciplines like economics, information systems, business law, company law and corporate secretarial practice. Students are also trained in the methodologies of auditing financial statements.

The final year of the course focuses on specialised and practical training. Students can choose to go on a six-month internship with international accounting firms, financial institutions, well established organisations and government-related agencies to gain relevant working experience. Alternatively, students can pursue modules related to finance or business.

ENTRy REqUIREMenTS
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>Subjects</th>
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Candidates must also have sat for a Humanities subject or Art / Music or Principles of Accounts or a relevant O.S.I.E / Applied Subject and fulfil the aggregate computation requirements.

CAReER PROSPeCTs
ACC graduates are highly sought-after in the fields of financial and managerial accounting, audit, taxation, finance, corporate secretarial practice, consultancy, insurance and banking. With further education and career development, they can rise to senior positions such as Audit or Tax Partners and Chief Financial Officers.

ACCREDITATION FOR FURTHER STUDIES
Graduates are eligible for admission to many local and overseas universities. They enjoy advanced standing in accountancy or business-related degree programmes in overseas universities and some module exemptions from local universities.

Professional institutions like the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Accountants in England and Wales (ICAEW) and the Institute of Chartered Secretaries and Administrators (ICSA), grant further exemptions in professional examinations for ACC graduates.
For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

Please note that options and electives offered are subject to availability.

Students pursuing any of the Pathway 2 Options will have to complete an Internship of about seven weeks, which carries five credit units.

IS Modules
The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.

### Module Name

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
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<tr>
<td><strong>Level 1.1 (26 hours per week)</strong></td>
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<tr>
<td>Business Management</td>
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<tr>
<td>Business Statistics</td>
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<tr>
<td>Decision Support with Spreadsheets</td>
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</tr>
<tr>
<td>Introduction to Financial Accounting</td>
<td>4</td>
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<tr>
<td>Macroeconomics</td>
<td>4</td>
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<tr>
<td>Innovation Toolkit^</td>
<td>4</td>
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<tr>
<td>Sports &amp; Wellness^</td>
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<tr>
<td><strong>Level 1.2 (24 hours per week)</strong></td>
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<td>Business Communication 1</td>
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<tr>
<td>Business Law</td>
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<tr>
<td>Fundamentals of Financial Accounting</td>
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<tr>
<td>IT in Business</td>
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<td>Microeconomics</td>
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<td><strong>YEAR 2</strong></td>
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<td><strong>Level 2.1 (24 hours per week)</strong></td>
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<td>Cost Accounting</td>
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<td>Finance of International Trade</td>
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<td>Cultural Quotient at Work^</td>
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<td>Interdisciplinary Studies (IS) module^</td>
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<td><strong>Level 2.2 (24 hours per week)</strong></td>
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<tr>
<td>Auditing 1</td>
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<tr>
<td>Company Law &amp; Secretarial Practice</td>
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<td>Enterprise Accounting Applications</td>
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<td>Financial Management</td>
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<td>Regulatory Framework of Accounting</td>
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<td>Interdisciplinary Studies (IS) module^</td>
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<td><strong>YEAR 3</strong></td>
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<td>Advanced Financial Accounting</td>
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<td>Managerial Accounting</td>
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<td>Elective from any Option^</td>
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<tr>
<td>World Issues: A Singapore Perspective^</td>
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<td>Interdisciplinary Studies (IS) module^</td>
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<td>Financial Markets &amp; Services</td>
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<td>Financial Planning</td>
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<td>Treasury</td>
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<td><strong>Pathway 2</strong></td>
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<td><strong>Business Elective Option</strong></td>
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<td>Enterprise Creation &amp; Development</td>
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<td>Financial Planning</td>
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<td>Principles of Marketing</td>
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<td><strong>International Business Elective Option</strong></td>
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<td>Cross Cultural Perspectives</td>
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<td>Global Supply Chain Management</td>
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<td>International Business OR</td>
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<td>International Business Study Mission</td>
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<td>International Economics &amp; Finance</td>
<td>4</td>
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<tr>
<td>International Purchasing</td>
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</tbody>
</table>
COURSE MODULES

LEVEL 1.1
Business Management
Students will acquire an understanding of basic management principles and practices. They will also learn how managers plan, organise, lead and control activities and resources in organisations, as well as how change management, innovation and creativity can enhance organisational performance.

Business Statistics
This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

Decision Support with Spreadsheets
This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture and manipulate data in spreadsheet formats to help businesses solve problems and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

Introduction to Financial Accounting
This module introduces the basic concepts and principles of accounting, the accounting equation, double-entry concept, analysis and recording of business transactions, and preparation of financial statements for service and trading concerns.

Macroeconomics
This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.

LEVEL 1.2
Business Communication 1
This module introduces both written and oral communication skills to students to build their confidence in delivering clear and logical messages to their audience. Students will work through oral presentations and discussion techniques to function effectively in a team. In addition, students will be given opportunities to practise crafting blogs and writing minutes of a meeting to develop different aspects of their written communication skills.

Business Law

Fundamentals of Financial Accounting
This module covers accounting methods, concepts and principles as well as internal controls in the accounting for cash, credit transactions, inventories and fixed assets. Topics such as bills of exchange and incomplete records are also introduced. Students will also be exposed to a commercial accounting software package in maintaining a set of accounts.

IT in Business
This module provides students with a lateral appreciation of information systems that can be leveraged upon by businesses for competitive advantage. It aims to help students understand how to use and manage information technologies to streamline business processes and improve business decision-making. Students will engage in discussions on contemporary issues related to the use of IT in business such as Security Management, Web 2.0 and ethical use of the corporate IT resources.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.

Taxation 1
This module provides an overview of the Singapore income tax system and its tax administration. Topics include taxation of employment income and other income, personal reliefs and parenthood tax rebates, business deductions and goods and services tax (GST). Students will learn to prepare income tax computations for resident individuals, non-resident individuals and sole proprietorships as well as develop tax planning strategies for individuals.

LEVEL 2.1
Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.
Cost Accounting
This module introduces cost terminology, basic concepts and costing procedures to account for materials, labour and overheads, costing methods for jobs, processes, joint and by-products. Variable and absorption cost techniques are also covered.

Finance of International Trade
This module covers the basic framework of import/export finance in a business organisation. Students will acquire a working knowledge of import/export procedures, commonly used shipping terms, documents of trade, trade financing mechanisms, methods of payment, methods of international remittances and foreign exchange management. Students will be able to apply the principles of trade finance to international business transactions.

Intermediate Financial Accounting
This module equips students with skills to prepare financial statements for partnerships and limited liability companies. Students will learn to analyse financial statements via commonly used financial ratios. In addition, accounting for clubs and societies, goods and services tax (GST) and payroll are also covered.

Taxation 2
This module expands on the basic tax principles covered in Taxation 1. Topics include the Singapore corporate tax system, further/special deductions, capital allowances, trade losses and donations, taxation of foreign-sourced income, investment holding companies, and withholding tax system and tax incentives. Students will learn to prepare income tax computations for partnerships and companies, and apply tax planning strategies in cross-border transactions.

LEVEL 2.2
Auditing 1
This module introduces the basic concepts, principles and process of auditing financial statements. Students will acquire basic knowledge and functional skills required of an audit assistant in a public accounting firm. Audit techniques such as communication skills and documentation procedures necessary for conducting an effective audit are also covered.

Company Law & Secretarial Practice
This module covers topics such as incorporation procedure and effects, maintenance of statutory records, conduct of meetings, duties and liabilities of directors, rights of members, corporate rescue schemes and liquidation. Students will receive hands-on practice in the preparation of statutory returns using appropriate commercial software packages and become familiar with the Companies Act and other relevant statutory requirements.

Enterprise Accounting Applications
This module trains students to maintain accounts using commercial ERP systems, specifically Sage 300 ERP and SAP. They will also acquire knowledge to build financial models using Microsoft Excel for presentation and decision-making purposes. Appreciating the advantages of XBRL and using ACRA’s BizFinx to file XBRL financial statements are part of the module requirements as well.

Financial Management
This module provides students with an introduction to the financial environment and the role of finance in business. It considers the financial objectives of firms, cash planning and cash budgeting, working capital management, management of current assets, capital budgeting decisions using discounting techniques, and the sources of short-term and long-term funds.

Regulatory Framework of Accounting
Students learn to prepare corporate financial statements that comply with Singapore’s Financial Reporting Standards (FRS) and other regulatory requirements. Topics covered include disclosure requirements for property, plant and equipment, leases, financial instruments, investment properties, construction contracts, deferred taxation, provisions and contingent liabilities.

LEVEL 3.1
Advanced Financial Accounting
Students learn about Financial Reporting Standards and requirements for the preparation of statements of cash flow, accounting for foreign currency transactions, translation of foreign companies’ financial statements to the reporting currency, preparation of consolidated financial statements, and the analysis of financial statements of listed companies.

Auditing 2
Students will explore advanced areas of auditing by examining issues that require professional judgement such as materiality and risk assessment, statutory and ethical duties of an auditor, as well as audit opinions. Audit approaches and techniques in a computer information systems environment are also covered.

Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.
Managerial Accounting
Students will be introduced to management accounting techniques for planning, controlling and decision-making. Standard costing and budgetary control techniques will be taught together with an in-depth study of relevant costs, cost-volume-profit analysis, transfer-pricing decisions and pricing strategies.

LEVEL 3.2
PATHWAY 1
Six-month Internship
Students will intern for six months with international accounting firms, financial institutions, manufacturing companies or public sector entities. Under the mentorship of professional practitioners, they will experience and learn from the challenges of the working environment.

PATHWAY 2
FINANCE ELECTIVE OPTION
Financial Markets & Services
This module examines the role of the financial markets, their players and instruments, and the status of Singapore as a financial centre. The module will also trace the relationships between the various markets and their participants with emphasis on current events, trends and developments in the markets.

Financial Planning
This module aims to provide a coherent understanding of personal financial planning in the midst of changes in the financial services industry and the blurring of product lines within the financial sector. The module will equip students with technical and conceptual financial planning knowledge to prepare them for a career in the financial services industry.

International Economics & Finance
Students will acquire a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

Investments
Students will learn the principles and practice of investments, how to analyse and discuss the characteristics of various investment products such as equity securities and fixed income securities, and to use various valuation techniques to value these securities. Students will have an overview of international financial markets whilst gaining insights into the Singapore market, in particular, the Singapore Exchange.

Treasury
This module provides an overview of the background, development and mechanics of the treasury business covering money markets, foreign exchange, futures and options markets, and the instruments traded. The arithmetic and workings of these markets will be examined and explored with the aim of giving students an insight into the dynamics of these markets and their impact on and contributions to the financial industry.

BUSINESS ELECTIVE OPTION
Enterprise Creation & Development
Students will learn how to start or invest in a new venture and manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

International Business
This module equips students with a general understanding of the global economy, the environment of the international firm, and the management of international business. Topics include the management of marketing, operations and human resources with a global perspective.

OR
International Business Study Mission
This is an experiential learning module that motivates students to learn by exposing them and letting them interact with the real-world environment. They will prepare for an overseas study mission to a selected country, where they can acquire firsthand knowledge and an appreciation of the country’s business environment and culture. Students will also develop a global business mind-set and learn to work effectively as a group.
Principles of Marketing
This module examines basic concepts and principles of marketing of goods and services. Students will learn to evaluate the marketing system— from planning to pricing to promotion and distribution. It will also help students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

INTERNATIONAL BUSINESS ELECTIVE OPTION

Cross Cultural Perspectives
This module provides students with an insight into the complexities of managing organisations across borders and culture. It provides an analytical framework to understanding and explaining the diversity of cultures and values and their impact on international business functions. Infused in the module are practical application tools designed to equip students with the strategies to bridge cultures, as well as awareness and observation skills to succeed in cross-cultural interaction.

Global Supply Chain Management
This module introduces students to the process of design, control, operation and management of supply chain systems. It will cover the movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption.

International Business
This module equips students with a general understanding of the global economy, the environment of the international firm, and the management of international business. Topics include the management of marketing, operations and human resources with a global perspective.

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International Economics & Finance
Students will acquire a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

International Purchasing
Students will learn how to select, engage and manage the best suppliers in the world. They will learn how to prioritise requisitions, conduct financial and operational analysis of suppliers, determine the appropriate ordering method, learn techniques to ensure supplier compliance, and perform the role of a purchasing manager.
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

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</table>

Candidates must also have sat for a Humanities subject or Art / Music or Principles of Accounts or a relevant O$E / Applied Subject and fulfil the aggregate computation requirements.

The Diploma in Banking & Financial Services (BFS) offers essential business knowledge and specialised training in banking and financial management, preparing students for the challenges of the dynamic financial and business world. BFS examines the role of the financial markets, their participants and instruments, and Singapore’s status as an international financial centre.

The course gives students a firm foundation in capital market and banking practices, credit, treasury and risk management, financial planning, investments and wealth management, settlements and operations, and the management of budgets and cash flows of corporations. Selected final-year students will have the opportunity to participate in an internship of about six months with financial institutions, government-related agencies, multinationals and other corporations to gain relevant working experience.

BFS graduates will be equipped for success in fields such as personal financial services, financial planning, credit and marketing, corporate finance and consultancy, investment and wealth management, trade finance, treasury and risk management, settlements and operations.

Professional bodies like the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Accountants in England and Wales (ICAEW), the Institute of Chartered Secretaries & Administrators (ICSA), the Institute of Banking & Finance (IBF) and the Singapore College of Insurance (SCI) also grant BFS graduates exemptions in professional examinations.

Graduates are also exempted from one module of the Capital Markets and Financial Advisory Services Examination, launched by the Monetary Authority of Singapore in line with the licensing framework under the Securities and Futures Act, and Financial Advisers Act.

COURSE CURRICULUM

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
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<tr>
<td>Level 1.1 (26 hours per week)</td>
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<tr>
<td>Business Management</td>
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<td>Business Statistics</td>
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<tr>
<td>Decision Support with Spreadsheets</td>
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<td>Macroeconomics</td>
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<tr>
<td>Principles of Accounting</td>
<td>4</td>
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<tr>
<td>Innovation Toolkit^</td>
<td>4</td>
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<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
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<tr>
<td>Level 1.2 (22 hours per week)</td>
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<tr>
<td>Business Communication 1</td>
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<td>Business Law</td>
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<td>Customer Service Excellence</td>
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<tr>
<td>Financial Markets &amp; Services</td>
<td>4</td>
</tr>
<tr>
<td>IT in Business</td>
<td>4</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>4</td>
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</tbody>
</table>
Module Name | Credit Units
---|---
**YEAR 2**

**Level 2.1 (24 hours per week)**
- Accounting Applications & Analysis 4
- Finance of International Trade 4
- Financial Management 4
- Financial Planning 4
- Financial Regulations & Practices 4
- Cultural Quotient at Work\(^\wedge\) 2
- Interdisciplinary Studies (IS) module\(^\wedge\) 2

**Level 2.2 (24 hours per week)**
- Business Communication 2 4
- Corporate Finance & Advisory Services 4
- Credit Management 4
- Investments 4
- Treasury 4
- Interdisciplinary Studies (IS) module\(^\wedge\) 2
- Interdisciplinary Studies (IS) module\(^\wedge\) 2

**YEAR 3**

**Level 3.1 (24 hours per week)**
- Business Communication 3 4
- Marketing of Financial Services 4
- Risk Management 4
- Settlements & Operations Management 4
- Wealth Management 4
- World Issues: A Singapore Perspective\(^\wedge\) 2
- Interdisciplinary Studies (IS) module\(^\wedge\) 2

**Level 3.2**
- **Pathway 1** 22
  - Six-month Internship* 22

- **Pathway 2**
  - Electronic Business Applications 4
  - Human Resource Management 4
  - International Economics & Finance 4
  - Elective Option* 4
  - Elective Option* 4

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**Notes:**
- For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

* Students pursuing Pathway 2 will have to complete an internship of about seven weeks, which carries five credit units.

# Choice of the following elective option modules:
- Buyer Behaviour
- Cost & Managerial Accounting
- Cross Cultural Perspectives
- Enterprise Creation & Development
- International Business OR International Business Study Mission
- Taxation 1

* All elective options and internships are subject to availability.

**IS Modules**
The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries.

Prescribed modules develop students’ competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.

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**COURSE MODULES**

**LEVEL 1.1**

**Business Management**
Students will acquire an understanding of basic management principles and practices. They will also learn how managers plan, organise, lead and control activities and resources in organisations, as well as how change management, innovation and creativity can enhance organisational performance.

**Business Statistics**
This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

**Decision Support with Spreadsheets**
This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture and manipulate data in spreadsheet formats to help businesses solve problems and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

**Macroeconomics**
This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.

**Principles of Accounting**
This module introduces the basic concepts and principles of accounting, and develops students’ skills in analysing business transactions and financial statements. Topics include accounting equation, double-entry concept, analysis and recording of business transactions, preparation of financial statements for service and trading concerns, and accounting for cash, inventory and fixed assets.

**LEVEL 1.2**

**Business Communication 1**
This module introduces both written and oral communication skills to students to build their confidence in delivering clear and logical messages to their audience. Students will work through oral presentations and discussion techniques to function effectively in a team. In addition, students will be given opportunities to practise crafting blogs and writing minutes of a meeting to develop different aspects of their written communication skills.
Business Law

Customer Service Excellence
This module gives students the basic understanding of professional customer service principles and skills for the optimum customer experience. Students will also gain some insights on the importance of service anticipation and how cultural differences may impact on service encounters as well as service recovery strategies.

Financial Markets & Services
This module examines the role of the financial markets, their players and instruments, and the status of Singapore as a financial centre. The module will also trace the relationships between the various markets and their participants, with emphasis on current events, trends and developments in the markets.

IT in Business
This module provides students with a lateral appreciation of information systems that can be leveraged upon by businesses for competitive advantage. It aims to help students understand how to use and manage information technologies to streamline business processes and improve business decision-making. Students will engage in discussions on contemporary issues related to the use of IT in business such as Security Management, Web 2.0 and ethical use of the corporate IT resources.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.

LEVEL 2.1
Accounting Applications & Analysis
This module focuses on accounting for partnerships and companies, as well as the financial tools and techniques essential in the analysis of companies. Additional topics covered include the preparation and analysis of cash flow statements, an overview of the group structure in companies, and an appreciation of MYOB, an accounting software.

Finance of International Trade
This module covers the basic framework of import/export finance in a business organisation. Students will acquire a working knowledge of import/export procedures, commonly used shipping terms, documents of trade, trade financing mechanisms, methods of payment, methods of international remittances and foreign exchange management. Students will be able to apply the principles of trade finance to international business transactions.

Financial Planning
This module aims to provide a coherent understanding of personal financial planning in the midst of fast changes in the financial services industry and the blurring of product lines within the financial sector. The module will equip students with technical and conceptual financial planning knowledge to prepare them for a career in the financial services industry.

Financial Regulations & Practices
This module provides students with an understanding of banker-customer relationships, their duties and liabilities, and general consumer banking operations. Students will learn about the use of cheques, different types of bank customers, and the impact of events like bankruptcy, death, and garnishee orders on their accounts. They will also be introduced to the concept of money laundering and the anti-money laundering actions taken by local banks.

LEVEL 2.2
Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.
Corporate Finance & Advisory Services
Students will be given an overview of local corporate advisory services in investment banking. Topics include capital and corporate restructuring of companies, venture capital financing, initial public offerings, rights equity issues, share placements, debt issues, and mergers and takeovers, with reference to practices in regional countries.

Credit Management
This module provides a framework for the understanding of the lending function in the context of a financial institution, as well as the maintenance of a loan portfolio. Students will learn good lending practices and how to carry out credit risk assessment based on both qualitative and quantitative aspects of credit evaluation. Case studies will be used extensively to acquaint students with lending scenarios.

Investments
Students will learn the principles and practice of investments, how to analyse and discuss the characteristics of various investment products such as equity securities and fixed income securities, and to use various valuation techniques to value these securities. Students will have an overview of international financial markets whilst gaining insights into the Singapore market, in particular, the Singapore Exchange.

Treasury
This module provides an overview of the background, development and mechanics of the treasury business covering money markets, foreign exchange, futures and options markets, and the instruments traded. The arithmetic and workings of these markets will be examined and explored with the aim of giving students an insight into the dynamics of these markets and their impact on and contributions to the financial industry.

LEVEL 3.1
Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.

Marketing of Financial Services
This module provides an integrated approach to the marketing of financial services. It will enable students to gain an overview of financial services marketing and equips them with the knowledge and skills needed to market financial services. Marketing concepts and applications will be infused through interactive discussions, individual oral presentations and group projects.

Risk Management
This module aims to increase students’ awareness of uncertainty and risk in organisations. Students will be introduced to the basic know-how of risk identification and related systems, and structures and processes which can be used to manage risk. An integrated framework to risk management will be introduced to encapsulate the process of risk management in organisations as well as in project areas such as business continuity and crisis management.

Settlements & Operations Management
This module provides an overview of the importance of compliance, risk management and control in the back office. Students will be equipped with the knowledge of the processing flow, various payment systems and confirmations for the settlement of trades in the money market, foreign exchange, fixed income and equity markets, and an understanding of strategic issues in operations such as straight-through processing, business continuity plans and outsourcing.

Wealth Management
This module provides students with an understanding of wealth management. This includes technical skills such as an overview of different investment products like derivative & structured products, real estate & REITs, unit trusts & ETFs and soft skills such as client relationship management and effective selling and communication techniques. Students will be given an overview of the private banking business and taught concepts involved in wealth management such as investment strategies, portfolio performance measurement and management, and asset allocation.

LEVEL 3.2
PATHWAY 1
Six-month Internship
Students will acquire the work experience needed for their chosen areas of interest through supervised work immersion and on-the-job training of about six months. The organisations involved are financial institutions, government-related agencies, multinationals and other corporations. They learn beyond the classroom boundaries with professional practitioners as their mentors.

PATHWAY 2
Electronic Business Applications
This module introduces database concepts, information systems, value chains and integrated enterprise systems. Students will develop multi-table database applications for e-business, incorporating interactive digital media functionalities. They will also gain exposure in buying and selling on the Web using auction sites with payment settlement functions. They will learn how to improve
business processes using IT systems and tools within an integrated enterprise system.

Human Resource Management
Students will develop Human Resource (HR) management skills needed by supervisors and managers to ensure that their organisations attract and retain the right people to meet organisational goals. Topics include HR planning, recruitment, selection, compensation and benefits administration, performance appraisal, career development and training. Students will also be introduced to industrial relations and globalisation trends.

International Economics & Finance
Students will acquire a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

Cross Cultural Perspectives
This module provides students with an insight into the complexities of managing organisations across borders and culture. It provides an analytical framework to understanding and explaining the diversity of cultures and values and their impact on international business functions. Infused in the module are practical application tools designed to equip students with the strategies to bridge cultures, as well as awareness and observation skills to succeed in cross-cultural interaction.

Enterprise Creation & Development
Students will learn how to start or invest in a new venture and manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

International Business
This module equips students with a general understanding of the global economy, the environment of the international firm, and the management of international business. Topics include the management of marketing, operations and human resources with a global perspective.

International Business Study Mission
This is an experiential learning module that motivates students to learn by exposing them and letting them interact with the real-world environment. They will prepare for an overseas study mission to a selected country, where they can acquire firsthand knowledge and an appreciation of the country’s business environment and culture. Students will also develop a global business mindset and learn to work effectively as a group.

Taxation 1
This module provides an overview of the Singapore income tax system and its tax administration. Topics include taxation of employment income and other income, personal reliefs and parenthood tax rebates, business deductions and goods and services tax (GST). Students will learn to prepare income tax computations for resident individuals, non-resident individuals and sole proprietors, as well as develop tax planning strategies for individuals.

**ELECTIVE OPTIONS**

Buyer Behaviour
The module provides students with an understanding of buyer behaviour concepts. It explores buying decision processes and factors influencing buyer’s decisions. Topics covered include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The application of buyer behaviour concepts in the development of effective marketing strategies will be highlighted.

Cost & Managerial Accounting
The module provides students with a sound knowledge of cost accounting principles and enables them to make use of managerial accounting techniques in providing information for decision-making in areas such as production, marketing, and investment. Topics covered include cost concepts, cost-volume-profit analysis, relevant costs and budgetary control, and how they could be applied in both the manufacturing and service industries.
The Diploma in Business Information Technology (BIT) provides a balanced integration of business and information technology (IT) knowledge and skills. It aims to create a new breed of business professionals who are competent in applying IT to create and enhance business value.

In the first two years of study, the broad-based curriculum equips students with essential business knowledge in accounting, communications, economics, management, marketing, as well as core technology skills in information processing, networks and servers, database systems, business analytics, digital marketing, web & mobile application design and development plus business systems and processes.

In the final year, students are offered modules in e-business, project management, enterprise business systems, business intelligence, management information systems, and a wide range of electives under the elective options of Marketing, Tourism and Finance. Students gain practical experience through an integrated infocommunications project based on real-world organisations and an internship. Students also have opportunities to spearhead technopreneurship projects.

**ENTRY REQUIREMENTS**

To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>Subjects</th>
<th>‘O’ Level Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1-6</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-6</td>
</tr>
<tr>
<td>Any two other subjects</td>
<td>1-6</td>
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</tbody>
</table>

Candidates must also have sat for a Science or Design & Technology or Food & Nutrition or a relevant OSIE / Applied Subject and fulfil the aggregate computation requirements.

**CAREER PROSPECTS**

All businesses, ranging from the travel and resort industries to the finance, banking, internet and retail sectors, need strong IT support and innovation to grow and compete with the best in the world. BIT graduates can take advantage of this need to explore interesting career options in e-business, web and mobile applications development, consulting and project management, business analytics and enterprise business intelligence, knowledge management, and even start up their own e-businesses!

**ACCREDITATION FOR FURTHER STUDIES**

BIT graduates are eligible for admission to local and overseas universities. They enjoy advanced standing in both business and IT-related degree programmes. For example, BIT graduates enjoy at least one year’s exemption at many universities in Australia and the United Kingdom.
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<td>Business Management</td>
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<td>Business Statistics</td>
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<tr>
<td>Decision Support with Spreadsheets</td>
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<tr>
<td>Macroeconomics</td>
<td>4</td>
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<tr>
<td>Innovation Toolkit^</td>
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<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
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<tr>
<td><strong>Level 1.2</strong> (20 hours per week)</td>
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<td>Business Communication 1</td>
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<td>IT in Business</td>
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<td>Microeconomics</td>
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<td>Network &amp; Server Systems</td>
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<td>Principles of Accounting</td>
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<td><strong>YEAR 2</strong></td>
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<td>Business Law</td>
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<td>Business Solutions</td>
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<td>Cost &amp; Managerial Accounting</td>
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<td>Web Database Applications</td>
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<td>Cultural Quotient at Work^</td>
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<td><strong>Level 2.2</strong> (24 hours per week)</td>
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<td>Business Analytics</td>
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<td>Business Systems Analysis &amp; Design</td>
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<td>IT Law &amp; Governance</td>
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<td>Principles of Marketing</td>
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<td>Web &amp; Mobile Applications</td>
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<td>Interdisciplinary Studies (IS) module^</td>
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<td><strong>YEAR 3</strong></td>
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<td><strong>Level 3.1</strong> (26 hours per week)</td>
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<td>Business Communication 3</td>
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<td>Integrated eBusiness Systems</td>
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<td>Integrated Enterprise Applications</td>
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<td>Managing eBusiness</td>
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<td>Management Information Systems</td>
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<td>World Issues: A Singapore Perspective^</td>
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<td><strong>Level 3.2</strong></td>
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<td>Service Operations Management</td>
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<td>Accounting Applications &amp; Analysis</td>
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<td>Financial Analytics</td>
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<td>Financial Management</td>
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<td><strong>Marketing Elective Option</strong></td>
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<td>Digital Marketing &amp; Web Analytics</td>
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<td>Marketing Communication</td>
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<td>Marketing Research</td>
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<tr>
<td><strong>Tourism Elective Option</strong></td>
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<tr>
<td>Digital Marketing &amp; Web Analytics</td>
<td>4</td>
</tr>
<tr>
<td>Hospitality Operations Management</td>
<td>4</td>
</tr>
<tr>
<td>Introduction to Tourism &amp; Resort Management</td>
<td>4</td>
</tr>
</tbody>
</table>

**Notes:**

^ For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

* Students pursuing Pathway 2 will have to complete an internship of about seven weeks, which carries five credit units.

* All elective options and internships are subject to availability.

**IS Modules**

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students’ competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.

### COURSE MODULES

#### LEVEL 1.1

**Business Applications**

This module gives an overview of modular and event-driven programming concepts. It covers data types, operators, control structures, common data structures, and the desired characteristics of programmes. To ensure relevance to the industry, programming problems presented in this module will be business oriented. Visual C#.NET will be the programming language used.

**Business Management**

Students will acquire an understanding of basic management principles and practices. They will also learn how managers plan, organise, lead and control activities and resources in organisations, as well as how change management, innovation and creativity can enhance organisational performance.
Business Statistics
This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

Decision Support with Spreadsheets
This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture and manipulate data in spreadsheet formats to help businesses solve problems and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

Microeconomics
This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.

LEVEL 1.2
Business Communication 1
This module introduces both written and oral communication skills to students to build their confidence in delivering clear and logical messages to their audience. Students will work through oral presentations and discussion techniques to function effectively in a team. In addition, students will be given opportunities to practise crafting blogs and writing minutes of a meeting to develop different aspects of their written communication skills.

IT in Business
This module provides students with a lateral appreciation of information systems that can be leveraged upon by businesses for competitive advantage. It aims to help students understand how to use and manage information technologies to streamline business processes and improve business decision-making. Students will engage in discussions on contemporary issues related to the use of IT in business such as Security Management, Web 2.0 and ethical use of the corporate IT resources.

Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.

Network & Server Systems
This module covers networking terms and the business reasons behind the implementation of data communications and networking technologies. Concepts are applied to real-world business applications. Students will design a simple local area network, produce a network diagram, monitor and manage a network operating system that shares resources with networked computers. They will also manage access using current Windows server security features.

Principles of Accounting
This module introduces the basic concepts and principles of accounting, and develops students’ skills in analysing business transactions and financial statements. Topics include accounting equation, double-entry concept, analysis and recording of business transactions, preparation of financial statements for service and trading concerns, and accounting for cash, inventory and fixed assets.

Business Law

Business Solutions
This module provides students with in-depth study into the underlying principles of Object Oriented Programming (OOP) techniques for developing business solutions. Students will enhance their skills in a high level programming language within an integrated development environment. Major topics covered include the application of OOP's concepts of Encapsulation, Inheritance and Polymorphism for elegant and efficient programming. Students will learn the essentials for developing desktop and mobile applications to address the real-world needs using the appropriate software development environments.
Cost & Managerial Accounting
The module provides students with a sound knowledge of cost accounting principles and enables them to make use of managerial accounting techniques in providing information for decision-making in areas such as production, marketing, and investment. Topics covered include cost concepts, cost-volume-profit analysis, relevant costs and budgetary control, and how they could be applied in both the manufacturing and service industries.

Web Database Applications
This module exposes students to essential relational database concepts and good design skills to capture, store and access information. They will learn to plan and analyse requirements, design the database schema and implement the database in a Web-based environment. Structured Query Language (SQL) will be taught intensively. Distributed database concepts and the role that databases play in Web services will also be explored.

LEVEL 2.2
Business Analytics
The module exposes students to the fundamental concepts of business analytics to develop effective analyses and reporting solutions. It explores the use of business and technical tools such as data warehousing, three dimensional data modelling, aggregation and pivoting that support managers in the analysis of key business data in order to make good business decisions and design appropriate business strategies. Students will learn to organise data, develop spreadsheet models, design effective and user-friendly reports and automate data transformation and consolidate tasks.

Business Systems Analysis & Design
Students will learn to use the Systems Development Life Cycle method and the Unified Modelling Language to analyse and design systems for businesses from an object-oriented perspective. Students will be taught to improve business processes and workflow, and develop systems specifications. They will also learn to evaluate alternative systems and identify solutions to solve business-related issues and automate business processes.

IT Law & Governance
Students will learn the impact of legal, ethical and policy issues on the use of IT. They will learn to be mindful of the legal minefields and ethical pitfalls when making business decisions. The module also provides tools, approaches and insights useful in decision-making and in the creation of a culture of good corporate governance.

Principles of Marketing
This module examines basic concepts and principles of marketing of goods and services. Students will learn to evaluate the marketing system – from planning to pricing to promotion and distribution. It will also help students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

Web & Mobile Applications
This module equips students with the clarity, insight, and practical methodology needed to identify appropriate Web and mobile application solutions. Students will learn how to develop practical applications that will fit into the complex array of mobile and wireless devices, solution providers, technologies, standards, architectures, and acronyms. Through real-world case studies, practical examples, and illustrations, students will be able to determine which wireless solutions offer the greatest business value in a business environment.

LEVEL 3.1
Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.

Integrated eBusiness Systems
Students will learn project management best practices in managing scope, time, cost and quality. Skills acquired in prior modules will be used to build an e-business application within the Integrated Infocomm Project framework (IIP). Students will work in teams through the IIP, which combines related modules in the same semester and aims to instil in students disciplined teamwork, collaborative effort, communication dynamics and holistic understanding of the development and application of IT in the business context.

Integrated Enterprise Applications
This module introduces the application of enterprise business solutions in varied business sectors. The business process value chain is explored. Students will learn the core business processes of sales and marketing, human resource, finance and accounting, and supply chain, and the extension of the enterprise systems through business analytics, customer relationship management and e-commerce.
Managing eBusiness
This module explores management and implementation issues in Electronic Business. Current and emerging e-business models and their related technologies are discussed from a managerial perspective. The skills that students will acquire include reinventing the future of business through e-commerce, leveraging Internet technologies for business advantage, building an e-commerce website and writing a business plan for technology ventures.

Management Information Systems
This module gives students an understanding of how to use and manage information technologies to streamline business processes, improve business decision-making and gain competitive advantage. Students will engage in contemporary Management Information Systems (MIS) issues such as IT security, ethics, strategic outsourcing, and Business Intelligence systems. Key management models will also be infused in the learning process.

LEVEL 3.2
PATHWAY 1 – INTERNSHIP OR TIP
Six-month Internship
Students will be attached to business and IT-related companies and are typically engaged in Business Applications-related project work.

OR

Technopreneurship Incubation Programme (TIP)
Students will work on innovative self-initiated Business Application projects that may have commercial value.

PATHWAY 2
Enterprise Business Intelligence
This module exposes students to the fundamental concepts of Business Performance Management. It explores the use of scorecards, dashboards and data visualisation tools to aggregate, consolidate and present business performance data for critical analysis and decision-making. Students will learn to interpret and use relevant key performance indicators and business metrics to address areas of weakness and capitalise on areas of strength through the implementation of competitive strategies and programmes to differentiate the business.

Service Operations Management
This module introduces students to the operations of service organisations and management techniques for planning, designing, organising and controlling resources for the delivery of goods and services to meet customers’ needs and organisational objectives. Concepts covered include service facility, managing capacity, managing waiting lines, forecasting demand, process improvement, project management, inventory management, supply chain management and service quality.

Financial Analytics
The module introduces students to the operation and use of financial analytics application software that contributes to improving the financial efficiency in an organisation. Students will use these software tools and integrate data from various sources and data warehouses to form a composite and consistent view of the enterprise finance data. Students will also learn various analytic types and create various finance-specific analytic models.

Service Operations Management
This module introduces students to the operations of service organisations and management techniques for planning, designing, organising and controlling resources for the delivery of goods and services to meet customers’ needs and organisational objectives. Concepts covered include service facility, managing capacity, managing waiting lines, forecasting demand, process improvement, project management, inventory management, supply chain management and service quality.

Financial Management
This module provides students with an introduction to the financial environment and the role of finance in business. It considers the financial objectives of firms, cash planning and cash budgeting, working capital management, the management of current assets, capital budgeting decisions using discounting techniques, and the sources of short-term and long-term funds.

MARKETING ELECTIVE OPTION

Digital Marketing & Web Analytics
This module draws out the distinctive features of digital marketing and explores the technological approaches to collecting Web analytics through log file analysis and page tagging. The relative advantages and disadvantages of each method are studied. Students will also develop an understanding of key Web marketing metrics. These will aid marketers in structuring digital and Web marketing campaigns more effectively.

FINANCE ELECTIVE OPTION

Accounting Applications & Analysis
This module focuses on accounting for partnerships and companies, as well as the financial tools and techniques essential in the analysis of companies. Additional topics covered include the preparation and analysis of cash flow statements, an overview of the group structure in companies, and an appreciation of MYOB, an accounting software.
Marketing Communication
This module equips students with an overview of integrated marketing communication and how it fits into overall organisational plans. Students will learn through writing creative briefs, using media vehicles appropriately, and generating and executing ideas for their chosen product or service. Upon completion of the module, students should be able to develop, execute and manage simple marketing communication campaigns.

Marketing Research
This module equips students with the knowledge of marketing research tools and techniques, and the skills to plan, design and conduct marketing research effectively. The module also equips them with the working knowledge of a statistical software package.

TOURISM ELECTIVE OPTION
Digital Marketing & Web Analytics
This module draws out the distinctive features of digital marketing and explores the technological approaches to collecting Web analytics through log file analysis and page tagging. The relative advantages and disadvantages of each method are studied. Students will also develop an understanding of key Web marketing metrics. These will aid marketers in structuring digital and Web marketing campaigns more effectively.

Hospitality Operations Management
This module exposes students to the real world perspective of today's hospitality industry, locally and overseas. Students will be equipped with fundamental skills and knowledge of hotel and resort operations, including front office operations, housekeeping, security and loss prevention management. Students will also be trained to use Opera Front Office System by Micros-Fidelio, the world's leading property management system in the hospitality industry.

Introduction to Tourism & Resort Management
This module familiarises students with the tourism industry and its various segments. Students will acquire an understanding of theme parks and resorts, different modes of travel, management of events and conventions, the impact of tourism, ecotourism and adventure tourism, as well as the roles of tourism organisations. Students will also have an overview of tourism trends, strategies, and tourism and resort development in Singapore.

The Marketing Communication Specialisation Option offers an in-depth understanding of how marketing communication tools such as advertising, public relations and sales promotion, as well as new and old media can be effectively integrated to market and brand products and services.

The Psychology Specialisation Option is useful for students interested in careers in management and business which require them to have an in-depth understanding of human behaviour. Such knowledge applies to areas such as market research, human resource management, services, advertising, marketing and sales.

Ngee Ann Polytechnic (NP) is the first tertiary institution in Singapore to introduce the Entrepreneurship Specialisation Option. Final-year Entrepreneurship students are given opportunities to set up businesses and implement projects under the Experiential Training for Entrepreneurship Development (EXTEND) programme.

NP is also the first to offer the Service Management Specialisation Option to meet the needs of emergent service industries. In addition to understanding essential service operations, customer service skills and service quality, students also gain a good perspective of the service industry through internships and projects.

The Human Capital Management Specialisation Option is offered in recognition of its importance to an organisation’s success. It equips students with core Human Resource (HR) competencies while providing a strategic and international perspective on managing human resources for a global economy. Through Thumbs-Up! (Training Human Resources for Better Skills – a Unique Programme), students get to work on real industry projects.

The Marketing Specialisation Option allows students to work with business partners to market real products and services. Under the industry-based Realistic Experiential & Applied Learning (REAL) programme, the learning of marketing concepts is integrated with actual practices in marketing research, marketing communication, sales management, brand and marketing management.

The International Business Specialisation Option equips students with the knowledge and skills needed to operate in the highly globalised Singapore economy and overseas. It cultivates a global perspective on how international business is conducted, creates an awareness of potential business opportunities, and offers an insight into the impact of globalisation on corporate financial management and management functions.

The Finance Specialisation Option offers students an understanding of financial markets and services identified as a key growth area in Singapore. This Option will complement the Options in Entrepreneurship, Human Capital Management, Marketing and Service Management, thus offering students greater career options and flexibility.

**ENTRY REQUIREMENTS**

To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>Subjects</th>
<th>‘O’ Level Grade</th>
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<tbody>
<tr>
<td>English Language</td>
<td>1-6</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-6</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

Candidates must also have sat for a Humanities subject or Art / Music or Principles of Accounts or a relevant OSIE / Applied Subject and fulfil the aggregate computation requirements.
**CAREER PROSPECTS**

In line with the recent emphasis on innovation and enterprise in spearheading economic growth, the BS curriculum is geared towards challenging enterprising students to excel in different business fields. In the first two years of study, the course covers all functions of business, providing a sound foundation and preparing students for employment in all areas of business.

BS graduates are sought after by employers in finance, banking, information technology, healthcare, lifestyle, educational services, retailing and merchandising, food and beverage, not-for-profit organisations and public services, marketing, sales, customer service, marketing research, and marketing communication.

Graduates can become entrepreneurs, innovators, project coordinators, and executives overseeing management, business development, corporate investments, management support, sales, branding, human resources, training, industrial relations, administration, and compensation.

**ACCREDITATION FOR FURTHER STUDIES**

BS graduates are eligible for admission to local and overseas universities. They enjoy advanced standing in business-related degree programmes of overseas universities and some module exemptions from local universities.

Professional bodies such as the Association of Chartered and Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Institute of Chartered Accountants in England and Wales (ICAEW) and the Institute of Chartered Secretaries and Administrators (ICSA) also grant BS graduates exemptions in professional examinations.

**COURSE CURRICULUM**

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
</tr>
<tr>
<td>Level 1.1 (26 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Business Management</td>
<td>4</td>
</tr>
<tr>
<td>Business Statistics</td>
<td>4</td>
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<tr>
<td>Decision Support with Spreadsheets</td>
<td>4</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>Organisational Behaviour</td>
<td>4</td>
</tr>
<tr>
<td>Innovation Toolkit^</td>
<td>4</td>
</tr>
<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
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<tr>
<td><strong>Level 1.2 (22 hours per week)</strong></td>
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<tr>
<td>Business Communication 1</td>
<td>4</td>
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<tr>
<td>Business Law</td>
<td>4</td>
</tr>
<tr>
<td>Customer Service Excellence</td>
<td>2</td>
</tr>
<tr>
<td>IT in Business</td>
<td>4</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Accounting</td>
<td>4</td>
</tr>
<tr>
<td><strong>YEAR 2</strong></td>
<td></td>
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<tr>
<td>Level 2.1 (24 hours per week)</td>
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<tr>
<td>Accounting Applications &amp; Analysis</td>
<td>4</td>
</tr>
<tr>
<td>Business Communication 2</td>
<td>4</td>
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<tr>
<td>Finance of International Trade OR</td>
<td>4</td>
</tr>
<tr>
<td>International Economics &amp; Finance</td>
<td></td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>Service Operations Management</td>
<td>4</td>
</tr>
<tr>
<td>Cultural Quotient at Work^</td>
<td>2</td>
</tr>
<tr>
<td>Interdisciplinary Studies (IS) module^</td>
<td>2</td>
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<tr>
<td><strong>Level 2.2 (24 hours per week)</strong></td>
<td></td>
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<tr>
<td>Cost &amp; Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>Electronic Business Applications</td>
<td>4</td>
</tr>
<tr>
<td>Enterprise Creation &amp; Development</td>
<td>4</td>
</tr>
<tr>
<td>Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td>Interdisciplinary Studies (IS) module^</td>
<td>2</td>
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<tr>
<td>Interdisciplinary Studies (IS) module^</td>
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</tbody>
</table>

**Notes:**

^ For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

# Students choose one of the 5 Options offered in the first semester, namely, Entrepreneurship, Human Capital Management, Marketing, Marketing Communication and Service Management. They will take all the Level 3.1 core modules listed for the Option. The Service Management Option is only available at Level 3.1 and it is for students intending to pursue Pathway 2 or 3 at Level 3.2. The International Business Option, Psychology Option and Finance Option are only offered to students at Level 3.2.

+ Please refer to page 68 for the modules in the Option. Options are subject to change and availability.
Business Statistics
This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

Decision Support with Spreadsheets
This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture and manipulate data in spreadsheet formats to help businesses solve problems and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

Macroeconomics
This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.

Organisational Behaviour
This module gives students a basic understanding of human behaviour at the workplace and provides them with opportunities to develop interpersonal and intrapersonal skills. This will help them function in their future careers as managers or executives who are able to effectively motivate, promote cooperation and teamwork, manage stress and resolve conflict among their subordinates. Students will also be introduced to cultural behaviour.

Business Law

Customer Service Excellence
This module gives students the basic understanding of professional customer service principles and skills for the optimum customer experience. Students will also gain some insights on the importance of service anticipation and how cultural differences may impact on service encounters as well as service recovery strategies.

IT in Business
This module provides students with a lateral appreciation of information systems that can be leveraged upon by businesses for competitive advantage. It aims to help students understand how to use and manage information technologies to streamline business processes and improve business decision-making. Students will engage in discussions on contemporary issues related to the use of IT in business such as Security Management, Web 2.0 and ethical use of the corporate IT resources.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.
Principles of Accounting
This module introduces the basic concepts and principles of accounting, and develops students’ skills in analysing business transactions and financial statements. Topics include accounting equation, double-entry concept, analysis and recording of business transactions, preparation of financial statements for service and trading concerns, and accounting for cash, inventory and fixed assets.

LEVEL 2.1
Accounting Applications & Analysis
This module focuses on accounting for partnerships and companies as well as the financial tools and techniques essential in the analysis of companies. Additional topics covered include the preparation and analysis of cash flow statements, an overview of the group structure in companies, and an appreciation of MYOB, an accounting software.

Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.

Finance of International Trade
This module covers the basic framework of import/export finance in a business organisation. Students will acquire a working knowledge of import/export procedures, commonly used shipping terms, documents of trade, trade financing mechanisms, methods of payment, methods of international remittances and foreign exchange management. Students will be able to apply the principles of trade finance to international business transactions.

OR
International Economics & Finance
Students will acquire a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

Principles of Marketing
This module examines basic concepts and principles of marketing of goods and services. Students will learn to evaluate the marketing system – from planning to pricing to promotion and distribution. It will also help students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

Service Operations Management
This module introduces students to the operations of service organisations and management techniques for planning, designing, organising and controlling resources for the delivery of goods and services to meet customers’ needs and organisational objectives. Concepts covered include service facility, managing capacity, managing waiting lines, forecasting demand, process improvement, project management, inventory management, supply chain management and service quality.

LEVEL 2.2
Cost & Managerial Accounting
The module provides students with a sound knowledge of cost accounting principles and enables them to make use of managerial accounting techniques in providing information for decision-making in areas such as production, marketing, and investment. Topics covered include cost concepts, cost-volume-profit analysis, relevant costs and budgetary control, and how they could be applied in both the manufacturing and service industries.

Electronic Business Applications
This module introduces database concepts, information systems, value chains and integrated enterprise systems. Students will develop multi-table database applications for e-business, incorporating interactive digital media functionalities. They will also gain exposure in buying and selling on the Web using auction sites with payment settlement functions. They will learn how to improve business processes using IT systems and tools within an integrated enterprise system.

Entreprise Creation & Development
Students will learn how to start or invest in a new venture and manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.
Financial Management
This module provides students with an introduction into the financial environment and the role of finance in business. It considers the financial objectives of firms, cash planning and cash budgeting, working capital management, management of current assets, capital budgeting decisions using discounting techniques, and the sources of short-term and long-term funds.

Human Resource Management
Students will develop Human Resource (HR) management skills needed by supervisors and managers to ensure that their organisations attract and retain the right people to meet organisational goals. Topics include HR planning, recruitment, selection, compensation and benefits administration, performance appraisal, career development and training. Students will also be introduced to industrial relations and globalisation trends.

LEVEL 3

COMMON MODULES

Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.

International Business
This module equips students with a general understanding of the global economy, the environment of the international firm, and the management of international business. Topics include the management of marketing, operations and human resources with a global perspective.

OR

International Business Study Mission
This is an experiential learning module that motivates students to learn by exposing them and letting them interact with the real-world environment. They will prepare for an overseas study mission to a selected country, where they can acquire first-hand knowledge and an appreciation of the country’s business environment and culture. Students will also develop a global business mindset and learn to work effectively as a group.

ENTREPRENEURSHIP SPECIALISATION OPTION

LEVEL 3.1
Business Opportunities & Franchising
This module equips students with basic skills and knowledge of identifying business opportunities and creating an effective feasibility plan through which new business ideas are evaluated. Students will learn the characteristics of the franchisor and franchisee, and how to evaluate franchising opportunities. Other topics include the legal aspects of franchising, development of franchising strategies and the traits needed to run a successful franchise.

Business Planning
This module is designed to teach students how to apply analytical and innovative thinking to integrate the different functional areas of a venture into a business plan. Students will work in teams to appreciate the finer points of the business planning process in an experiential and stimulating classroom environment. Topics focus on the application of basic knowledge learned in the varied disciplines of Law, Finance, Marketing and Product Development.

Family Business Management
This module teaches students to recognise the challenges in family business management and the strategies that best allow the business to succeed and grow from one generation to the next. Topics include power balance and relationships, family conflicts and their resolution, professionalism, leadership succession, estate planning, family business governance and growth strategies.

Innovation & Product Development
Students will learn to develop, launch and manage new products, services and intellectual properties. The module guides them through the different stages of transforming an idea or concept into an innovation, invention or a business proposition. Topics include concept testing, market potential evaluation, product design and development, market testing as well as issues relating to intellectual properties.

LEVEL 3.2
Entrepreneurship in Practice
This module allows students to integrate and apply entrepreneurship concepts to a business development or entrepreneurial project. The project, done in consultation with a mentor, will involve information gathering, opportunity evaluation, analysis, creative problem-solving, teamwork and communication skills. Students may also participate in the EXTEND scheme where they take on the roles of facilitating, leading and implementing entrepreneurial projects.

Finance for Entrepreneurial Venture
This module focuses on financial engagement in an entrepreneurial venture. Students will learn to forecast and analyse future financial needs, and find out how to secure funding for a new venture or to expand the existing business. Other topics covered include the structures and legal issues in arranging financing,
investor requirements and expectations, funds distribution, due diligence and negotiation.

**HUMAN CAPITAL MANAGEMENT SPECIALISATION OPTION**

**LEVEL 3.1**

**Compensation Management**
This module discusses compensation management as a competitive tool to support an organisation's strategic goals. Students will study the various types of rewards used to attract, retain and motivate employees. Students will learn how to put in place an effective salary administration process through understanding internal and external competitiveness. Other topics include establishing pay plans, measuring and paying for performance, structuring benefits and services, and legal requirements of compensation.

**International Employment**
This module discusses the implications of globalisation and its impact on HR management policies and practices. Topics include basic staffing issues as well as cultural diversity, values and ethics across regions and managing international assignees. The module also looks at HR practices and business culture in specific countries.

**Industrial Relations**
This module focuses on the importance of a tripartite relationship between the employer, employee (represented by the trade union) and the government. Students will learn about employee participation, the collective bargaining process, and how to handle grievances and maintain discipline in the organisation. Relevant labour legislation in Singapore such as, the Industrial Relations Act and the Employment Act, will be covered.

**Training & Development**
Students will learn the shifting role of training in organisations towards learning and strategic training. The emerging new roles of training and development in the context of globalisation, a knowledge-based economy and information technology will also be examined. Students will also gain an understanding of the local training schemes in place, and develop the skills to design, conduct and evaluate a training programme.

**LEVEL 3.2**

**Human Resource Management Systems**
This module examines the role of strategic HR planning as an integral part of the business strategy in the new economy. Students will be given an overview of how technology can be used as a competitive tool for strategic HR management and the benefits of using a HR information system to automate HR functions. Students will also have hands-on sessions on the HR software package.

**Human Resource in Action**
This module provides students with a unique experience of increasing their understanding of Human Resource Management (HRM) by combining theoretical knowledge with experiential training. They will integrate and apply HRM concepts to a project that relates to various aspects of HRM, including recruitment and selection, human resource planning, performance appraisal, compensation, training and employee relations.

**Relationship Management in the Workplace**
This module equips students with interpersonal skills that are critical in managing good working relationships with colleagues, peers, subordinates and supervisors. These skills are useful in helping to manage effective relationships at the workplace. The role of the HR department as a strategic partner working with other parties in the organisation is also covered.

**Strategic Human Resource Management**
The module explores some of the key changes taking place in the global environment, particularly organisation restructuring, downsizing, mergers and acquisitions, and re-engineering. Students will learn the new role of HR professionals in managing a more complex organisation, as well as talent management and managing change.

**MARKETING SPECIALISATION OPTION**

**LEVEL 3.1**

**Brand & Marketing Management**
Students will learn the essence of marketing planning including strategic marketing and the importance of brand management. This is a hands-on module where students will be expected to develop a marketing plan integrating marketing communication with sales management plans for a real product or service. Students must leverage market research to support marketing strategies, which impact sales and brand positioning.

**Marketing Communication**
This module equips students with an overview of integrated marketing communication and how it fits into overall organisational plans. Students will learn through writing creative briefs, using media vehicles appropriately, and generating and executing ideas for their chosen product or service. Upon completion of the module, students should be able to develop, execute and manage simple marketing communication campaigns.

**Marketing Research**
This module equips students with the knowledge of marketing research tools and techniques, and the skills to plan, design and conduct marketing research effectively. The module also equips them with the working knowledge of a statistical software package.
Sales Management
Students will learn about managing sales people, sales management concepts and sales management tools. They will be expected to use the concepts and tools to develop a sales plan that can be implemented in a real-life situation.

LEVEL 3.2
Business Planning & Control
Students will be grouped into different business units to develop and implement an integrated marketing plan for a real line of products or services. This is done together with the support of industry Business Partners under the REAL programme. Students will be assessed based on their attitude, teamwork, leadership qualities, perseverance and resourcefulness, as well as on performance indicators such as sales turnover, profit and staff morale.

Buyer Behaviour
This module provides students with an understanding of buyer behaviour concepts. It explores buying decision processes and factors influencing buyer’s decisions. Topics covered include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The application of buyer behaviour concepts in the development of effective marketing strategies will be highlighted.

Retail Management
This module provides students with a comprehensive study of the principles and practices of retail management. Topics include store facility management, store location, merchandise management and merchandise logistics. Issues on retail creativity and productivity will also be explored. Case studies and projects, among other teaching methods, will be used.

MARKETING COMMUNICATION SPECIALISATION OPTION

LEVEL 3.1
Brand & Marketing Management
Students will learn the essence of marketing planning including strategic marketing and the importance of brand management. This is a hands-on module where students will be expected to develop a marketing plan integrating marketing communication with sales management plans for a real product or service. Students will be required to leverage on market research to support marketing strategies, which impact sales and brand positioning.

Graphic Communication
This is a non-examinable and project-intensive module. It is focused on an introductory level to Graphic Communication for the mass communication field, emphasising basic visual design skills and terminology, creative visual thinking, problem-solving techniques, basic layout design and the use of some necessary graphic software. Fundamental elements in the design process will be introduced, including typography, imagery, colour and layout.

Marketing Research
This module equips students with the knowledge of marketing research tools and techniques, and the skills to plan, design and conduct marketing research effectively. The module also equips them with the working knowledge of a statistical software package.

Media in Society
This module introduces students to the history, processes, structures and technological development in the mass media in various forms and in industries related to the mass media such as advertising and public relations. It also presents an overall picture of the structure of the local media industry, both private and public, and the roles and functions of the various regulatory bodies in Singapore. This module also helps students cultivate the habit of thinking critically about the media through media critique exercises.

LEVEL 3.2
Advertising
This module is designed to expose students to the basic principles and concepts of advertising, with emphasis on their application in the creative processes. Topics include the review of advertising agency structure, consumer insights, advertising strategies, branding, new media, planning and evaluating advertising campaigns. Students will have to develop an advertising campaign plan for a consumer product using both traditional and new media platforms.

Buyer Behaviour
This module provides students with an understanding of buyer behaviour concepts. It explores buying decision processes and factors influencing buyer’s decisions. Topics covered include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The application of buyer behaviour concepts in the development of effective marketing strategies will be highlighted.

Public Relations
Students will be introduced to the basic principles and practices of public relations (PR). They will acquire the necessary strategic planning skills and the ability to apply the various tools and techniques learnt to develop PR programmes. They will also learn how to manage and optimise relations with the mass media and apply the principles of persuasive writing for various audiences.
Marketing Communication in Practice
This is an intensive hands-on module where students apply marketing concepts to develop an integrated marketing communication plan for a real-life product or service. The plan, supported by research, will incorporate suitable marketing communication tools, creative brief, creative idea, media plan, projected budget and campaign measurements. Students will execute the plan and demonstrate how they are integrated in the chosen media to ensure consistency in branding and message delivery.

Service Logistics Management
Service Logistics encompasses all activities associated with the flow and transformation of goods from the raw materials stage, through to the end-user, as well as the associated information flow. This module focuses on important concepts of logistics and supply chain management applicable in the services sector and its impact on the success and profitability of service organisations.

Service Quality Management
Students will learn about the importance of service quality and how it affects the business’ bottom line. Topics include identifying service components, designing service processes, developing measuring instruments for customer feedback, developing skills in managing customers in different situations and understanding some service quality standards.

Service Innovation & Strategy
This module provides an overview of the various aspects and business issues inherent in service organisations and introduces the range of success factors that are prerequisites for organisational competitiveness. Students will learn how technology and innovation are harnessed alongside operations, marketing and human resource to create a synergised service management system.

International Economics & Finance
Students will acquire a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

Global Supply Chain Management
This module introduces students to the process of design, control, operation and management of supply chain systems. It will cover the movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of consumption.

International Purchasing
Students will learn how to select, engage and manage the best suppliers in the world. They will learn how to prioritise requisitions, conduct financial and operational analysis of suppliers, determine the appropriate ordering method, learn techniques to ensure supplier compliance, and perform the role of a purchasing manager.
PSYCHOLOGY SPECIALISATION OPTION

LEVEL 3.2

Consumer Psychology
This module examines the psychology of consumption and consumer behaviour, and offers models to understand and predict them. The models incorporate the consumer decision processes including problem recognition, consumer needs and motivation, the search process, alternative evaluation, purchase and post-purchase feedback. Market segmentation, social influence and cultural influences on consumer behaviour as well as compulsive buying and consumerism will be covered.

Foundations of Business Psychology
This module builds the foundations of psychological theory and practice as a scientific study of human behaviour relevant to business. It introduces the different fields in psychology, such as social, developmental, cognitive, abnormal, personality and biological, that could impact behaviour at the workplace. Students will participate in activities that allow them to reflect, analyse, evaluate and enquire about behaviour in and outside the workplace.

Psychology for Managing People
This module covers the psychology of employees and their working environments. It introduces industrial/organisational psychology and counselling psychology that impact the well-being and performance of employees. Topics covered include psychological testing for staffing and selection, socialisation of staff through orientation and staff maintenance, the use of counselling for conflict management and resistance to change, learning principles for training, and career development. Students will explore issues in people management and organisational behaviours at the workplace.

Social Psychology
This module explores the nature and causes of human behaviour – their actions, feelings, beliefs, memories, and inferences – in relation to other people. The aim is to provide an understanding of the mechanisms and processes by which social behaviours are shaped by various social, cognitive, environmental, cultural and biological factors.

FINANCE SPECIALISATION OPTION

LEVEL 3.2

Credit Management
This module provides a framework for the understanding of the lending function in the context of a financial institution, as well as the maintenance of a loan portfolio. Students learn good lending practices and how to carry out credit risk assessment based on both qualitative and quantitative aspects of credit evaluation. Case studies will be used extensively to acquaint students with lending scenarios.

Financial Markets & Services
This module examines the role of the financial markets, their players and instruments, and the status of Singapore as a financial centre. The module will also trace the relationships between the various markets and their participants with emphasis on current events, trends and developments in the markets.

Investments
Students will learn the principles and practice of investments, how to analyse and discuss the characteristics of various investment products such as equity securities and fixed income securities, and to use various valuation techniques to value these securities. Students will have an overview of international financial markets whilst gaining insights into the Singapore market, in particular, the Singapore Exchange.

Treasury
This module provides an overview of the background, development and mechanics of the treasury business covering money, foreign exchange, futures and options markets, and the instruments traded. The arithmetics and workings of these markets will be examined and explored with the aim of giving students an insight into the dynamics of these markets and their impact on and contributions to the financial industry.

LEVEL 3.2

Six-month Internship
Students will acquire the work experience needed for their chosen areas of interest through supervised work immersion and on-the-job training of about six months. The organisations involved are financial institutions, government-related agencies, multinationals and other corporations. They will learn beyond the classroom boundaries with industry practitioners as their mentors.
The Diploma in International Business (IBZ) aims to develop students into enterprising business-savvy professionals capable of taking on challenges and managing complex issues in the competitive global market.

IBZ provides students with firsthand international experiences and a firm foundation in business skills that enable them to function well in cross-cultural environments. They will be ready to take on any business assignments in the globalised marketplace.

Students will develop key business competencies in areas such as human resource management, marketing, information technology, finance, supply chain management and in the more specific international business domains of trade development and practices, international purchasing, logistics and cross-cultural management.

Students will also have the unique opportunity to learn international business through innovative and experiential international immersion programmes. These programmes give them the opportunity to establish regional business networks, and help them develop traits such as resilience, adaptability and cultural sensitivity, which are essential for any successful international business professional. The course will culminate in a six-month overseas internship or an internship with a local firm active in international business.

**ENTRY REQUIREMENTS**
To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>Subjects</th>
<th>‘O’ Level Grade</th>
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<tbody>
<tr>
<td>English Language</td>
<td>1-6</td>
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<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-6</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
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</tbody>
</table>

Candidates must also have sat for a Humanities subject or Art / Music or Principles of Accounts or a relevant OSIE / Applied Subject and fulfil the aggregate computation requirements.

**CAREER PROSPECTS**
With Singapore businesses expanding overseas in increasing numbers and an escalating number of Free Trade Agreements signed between Singapore and other countries, there is an urgent demand for professionally trained personnel in various areas of international trade and business such as import and export, trade development, international purchasing, international finance, cross-cultural human resource management, global supply chain management and business development.

IBZ graduates can establish careers such as business development executives, sales and marketing executives, HRM professionals, operations and logistics executives, international buyers in various industries like services, trading, property development, education, tourism and hospitality, finance and healthcare.

**ACCREDITATION FOR FURTHER STUDIES**
IBZ graduates are eligible for admission to local and overseas universities. They enjoy advanced standing in business-related degree programmes of overseas universities and some module exemptions from local universities. In fact, IBZ graduates enjoy at least one year’s exemption at many universities in Australia and the United Kingdom.
**COURSE CURRICULUM**

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
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<tr>
<td><strong>Level 1.1 (26 hours per week)</strong></td>
<td></td>
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<tr>
<td>Business Management 4</td>
<td></td>
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<tr>
<td>Business Statistics 4</td>
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<tr>
<td>Decision Support with Spreadsheets 4</td>
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<tr>
<td>International Business Environment 4</td>
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<tr>
<td>Macroeconomics 4</td>
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<tr>
<td>Innovation Toolkit^</td>
<td></td>
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<tr>
<td>Sports &amp; Wellness^</td>
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<tr>
<td><strong>Level 1.2 (24 hours per week)</strong></td>
<td></td>
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<tr>
<td>Accounting &amp; Finance 4</td>
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<tr>
<td>Business Communication 1 4</td>
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<td>Business Law 4</td>
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<td>IT in Business 4</td>
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<td>Microeconomics 4</td>
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<tr>
<td>Regional and World Affairs 4</td>
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<tr>
<td><strong>YEAR 2</strong></td>
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<tr>
<td><strong>Level 2.1 (22 hours per week)</strong></td>
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<tr>
<td>Business Communication 2 4</td>
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<tr>
<td>Cost &amp; Managerial Accounting 4</td>
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<tr>
<td>International Human Resource Management 4</td>
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<tr>
<td>International Trade &amp; Practices 4</td>
<td></td>
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<tr>
<td>Service Operations Management 4</td>
<td></td>
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<tr>
<td>Interdisciplinary Studies (IS) Module^ 2</td>
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<tr>
<td><strong>Level 2.2 (24 hours per week)</strong></td>
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<tr>
<td>Cross Cultural Perspectives 4</td>
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<tr>
<td>Enterprise Creation &amp; Development 4</td>
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<tr>
<td>Global Supply Chain Management 4</td>
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<td>International Marketing 4</td>
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<td>International Purchasing 4</td>
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<td>Interdisciplinary Studies (IS) Module^ 2</td>
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<td>Interdisciplinary Studies (IS) Module^ 2</td>
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<tr>
<td><strong>YEAR 3</strong></td>
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<tr>
<td><strong>Level 3.1 (24 hours per week)</strong></td>
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<tr>
<td>Business Communication 3 4</td>
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<td>Business Options* 4</td>
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<td>Electronic Business Applications 4</td>
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<tr>
<td>International Business Research 4</td>
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<tr>
<td>International Economics &amp; Finance 4</td>
<td></td>
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<tr>
<td>World Issues: A Singapore Perspective^ 2</td>
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<tr>
<td>Interdisciplinary Studies (IS) Module^ 2</td>
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<tr>
<td><strong>Level 3.2</strong></td>
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<tr>
<td>Six-month Internship* 22</td>
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</tbody>
</table>

**Notes:**
- For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/
- All options and internships are subject to availability.

**IS Modules**

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students’ competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.

**COURSE MODULES**

**LEVEL 1.1**

**Business Management**

Students will acquire an understanding of basic management principles and practices. They will also learn how managers plan, organise, lead and control activities and resources in organisations, as well as how change management, innovation and creativity can enhance organisational performance.

**Business Statistics**

This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

**Decision Support with Spreadsheets**

This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture and manipulate data in spreadsheet formats to help businesses solve problems and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

**International Business Environment**

Students will learn how the social, cultural and legal environments of a foreign country affect its business environment. It also helps students understand the role and impact of international trade agreements.

**Macroeconomics**

This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.
LEVEL 1.2

Accounting & Finance
The aim of this module is to impart basic accounting and finance knowledge. Students will be taught how to interpret and use financial accounting information for decision-making. This module will also cover cost-volume-profit analysis, budgeting, working capital management as well as capital investment analysis.

Business Communication 1
This module introduces both written and oral communication skills to students to build their confidence in delivering clear and logical messages to their audience. Students will work through oral presentations and discussion techniques to function effectively in a team. In addition, students will be given opportunities to practise crafting blogs and writing minutes of a meeting to develop different aspects of their written communication skills.

Business Law

IT in Business
This module provides students with a lateral appreciation of information systems that can be leveraged upon by businesses for competitive advantage. It aims to help students understand how to use and manage information technologies to streamline business processes and improve business decision-making. Students will engage in discussions on contemporary issues related to the use of IT in business such as Security Management, Web 2.0 and ethical use of the corporate IT resources.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.

Regional and World Affairs
This module stimulates students’ interest in ASEAN and world affairs. Students will be introduced to the geography of the region and the world at large. Students will also discuss contemporary world affairs such as the impact of globalisation, terrorism, and threats of climatic environmental disasters, emergence of economic powers in Asia and political alliances.

LEVEL 2.1

Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.

Cost & Managerial Accounting
The module provides students with a sound knowledge of cost accounting principles and enables them to make use of management accounting techniques in providing information for decision-making in areas such as production, marketing and investment. Topics covered include cost concepts, cost-volume-profit analysis, relevant costs, and budgetary control and how they could be applied in both the manufacturing and service industries.

International Human Resource Management
This module introduces the role and functions of human resource management (HRM) and the impact globalisation has on it. The module will also examine staffing and compensation policies in response to challenges posed by the global economy. Issues covered include handling cultural diversity, corporate governance, recruitment across boundaries, outsourcing and managing expatriate staff.

International Trade & Practices
This module surveys the basic theories and concepts underlying international trade policies and practices, including Free Trade Agreements. Students will also acquire a working knowledge of import/export procedures, commonly used shipping terms, documents of trade, trade financing mechanisms, methods of payment, and international remittances. There will also be hands-on sessions in the use of commonly used software for import and export transactions.

Service Operations Management
This module introduces students to the operations of service organisations and management techniques for planning, designing, organising and controlling resources for the delivery of goods and services to meet customers’ needs and organisational objectives. Concepts covered include service facility, managing capacity, managing waiting lines, forecasting demand, process improvement, project management, inventory management, supply chain management and service quality.
LEVEL 2.2
Cross Cultural Perspectives
This module provides students with an insight into the complexities of managing organisations across borders and culture. It provides an analytical framework to understanding and explaining the diversity of cultures and values and their impact on international business functions. Infused in the module are practical application tools designed to equip students with the strategies to bridge cultures, as well as awareness and observation skills to succeed in cross-cultural interaction.

Enterprise Creation & Development
Students will learn how to start or invest in a new venture and manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

Global Supply Chain Management
This module introduces students to the process of design, control, operation and management of supply chain systems. It will cover the movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of consumption.

International Marketing
This module examines basic concepts and principles of the marketing of goods and services across national borders to enable students to better understand and evaluate the international marketing system in which products and services are planned, priced, promoted and distributed. It also helps students to appreciate the interaction of marketing variables in the international dimension and their impact on marketing decisions.

International Purchasing
Students will learn how to select, engage and manage the best suppliers in the world. They will learn how to prioritise requisitions, conduct financial and operational analysis of suppliers, determine the appropriate ordering method, learn techniques to ensure supplier compliance, and perform the role of a purchasing manager.

LEVEL 3.1
Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.

Electronic Business Applications
This module introduces database concepts, information systems, value chains and integrated enterprise systems. Students will develop multi-table database applications for e-business, incorporating interactive digital media functionalities. They will also gain exposure in buying and selling on the Web using auction sites with payment settlement functions. They will learn how to improve business processes using IT systems and tools within an integrated enterprise system.

International Business Research
This is an integrated module designed to examine the business and management practices specific to host organisation and country. It covers functional areas such as human resource management, marketing, business development, logistics and the economic, social and cultural environments. Through an integrated project, students learn to draw data and knowledge from other modules as well as their overseas study trip and placement.

International Economics & Finance
Students will acquire a basic understanding of the tools used to analyse contemporary international economics issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students also study the principles of international finance.

LEVEL 3.2
Six-month Internship
The internship enables students to acquire work experience through a planned work immersion of about six months. The organisations involved are selected for their capacity to allow students to learn different aspects of work in the industry concerned, with professional practitioners as mentors. Internship may be overseas or with local businesses active in international business.
Students can look forward to working with experienced professional staff in a vibrant learning environment. These professionals provide valuable insights into international best practices. They also reinforce professional values and provide a philosophy of ethical and fair dealing, which is the bedrock of efficient supply chain operations. The course hones students' professionalism and skills in international logistics and supply chain management.

Final-year students will have the opportunity to participate in an internship of about six months with top logistics and supply chain companies such as MAERSK Singapore, Lufthansa Cargo, DHL and Keppel Logistics and other corporations to gain relevant working experience. ILSCM students can also choose to go on a five-week Overseas Immersion Programme during the course of their study.

**ENTRY REQUIREMENTS**

To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

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<td>1-6</td>
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</tbody>
</table>

Candidates must also have sat for a Humanities subject or Art / Music or Principles of Accounts or a relevant OSEE / Applied Subject and fulfil the aggregate computation requirements.

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**CAREER PROSPECTS**

With a growing base of leading global logistics players, world-class infrastructure and excellent global connectivity, Singapore is a preferred logistics and supply chain management hub. Job prospects are bright for ILSCM graduates. Graduates will be able to join the aviation, maritime and Meetings, Incentives, Conventions & Exhibitions (MICE) industries. ILSCM graduates are eligible for a wide variety of positions such as purchasing officer, inventory controller, freight forwarding specialist, transportation analyst, air cargo specialist, line management analyst or ship capacity planner.

**ACCREDITATION FOR FURTHER STUDIES**

ILSCM graduates are eligible for admission to local and overseas universities. They enjoy advanced standing in business-related degree programmes of overseas universities and some module exemptions from local universities.

ILSCM graduates may pursue degrees in logistics and supply chain management as well as other business degree courses at all local and overseas universities such as RMIT University, Curtin University, Northumbria University, University of Huddersfield and many more.
**COURSE CURRICULUM**

<table>
<thead>
<tr>
<th>Module Name</th>
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<td>Business Statistics</td>
<td>4</td>
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<td>Decision Support with Spreadsheets</td>
<td>4</td>
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<tr>
<td>Introduction to Logistics &amp; Supply Chain</td>
<td>4</td>
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<tr>
<td>Macroeconomics</td>
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<tr>
<td>Principles of Marketing</td>
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<td>Innovation Toolkit^</td>
<td>4</td>
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<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
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<tr>
<td><strong>Level 1.2 (24 hours per week)</strong></td>
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<tr>
<td>Accounting &amp; Finance</td>
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<td>Business Communication 1</td>
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<td>Business Management</td>
<td>4</td>
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<tr>
<td>Distribution &amp; Transportation Management</td>
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<td>Electronic Business Applications</td>
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<td>Microeconomics</td>
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<td><strong>YEAR 2</strong></td>
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<td>Business Communication 2</td>
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<td>International Trade &amp; Practices</td>
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<td>Maritime Management</td>
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<td>Productivity &amp; Performance</td>
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<td>Inventory Management</td>
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<td>Manufacturing Resource Planning</td>
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<td>Supply Chain Management</td>
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<td>Warehousing Management</td>
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**Module Name** | **Credit Units**
---|---
**YEAR 3** | |
**Level 3.1 (24 hours per week)** | |
**Common Modules** | |
Business Communication 3 | 4 |
Risk Management | 4 |
World Issues: A Singapore Perspective^ | 2 |
Interdisciplinary Studies (IS) module^ | 2 |
Choose one elective option* | |
**Dangerous Good & Cold Chain Logistics Elective Option** | |
Cold Chain Management | 4 |
Dangerous Goods Management | 4 |
Pharmaceutical Logistics | 4 |
**Projects & Events Logistics Elective Option** | |
Arts & Wine Logistics | 4 |
Projects & Events Logistics | 4 |
Project Management | 4 |
**Level 3.2** | |
Six-month Internship* | 22 |

**Notes:**

^ For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/

* All elective options and internships are subject to availability.

**COURSE MODULES**

**LEVEL 1.1**

**Business Statistics**

This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

**Decision Support with Spreadsheets**

This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture and manipulate data in spreadsheet formats to help businesses solve problems and improve operations and processes. Students will also learn to use spreadsheets for data analysis and business intelligence.

**Introduction to Logistics & Supply Chain**

Students will study logistics as an integral part of business. Topics include overview of logistics, principles and theory of logistics, logistics planning and control, logistical operations integration, supply chain concepts and future trends.

**Macroeconomics**

This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. Reference will be made to current case studies of global, regional and local issues.

**Principles of Marketing**

This module examines basic concepts and principles of marketing of goods and services. Students will learn to evaluate the marketing system – from planning to pricing to promotion and distribution. It will also help students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have
the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

LEVEL 1.2

Accounting & Finance
The aim of this module is to impart basic accounting and finance knowledge. Students will be taught how to interpret and use financial accounting information for decision-making. This module will also cover cost-volume-profit analysis, budgeting, working capital management as well as capital investment analysis.

Business Communication 1
This module introduces both written and oral communication skills to students to build their confidence in delivering clear and logical messages to their audience. Students will work through oral presentations and discussion techniques to function effectively in a team. In addition, students will be given opportunities to practise crafting blogs and writing minutes of a meeting to develop different aspects of their written communication skills.

Business Management
Students will acquire an understanding of basic management principles and practices. They will also learn how managers plan, organise, lead and control activities and resources in organisations, as well as how change management, innovation and creativity can enhance organisational performance.

Distribution & Transport Management
This module equips students with knowledge of the various aspects of distribution and transportation of goods and services, including multimodal transportation. Topics covered include an understanding of the functions of physical distribution management, transportation management and costing, traffic management, containerisation systems, vehicle routing and scheduling, and customer services in distribution and transportation.

Electronic Business Applications
This module introduces database concepts, information systems, value chains and integrated enterprise systems. Students will develop multi-table database applications for e-business, incorporating interactive digital media functionalities. They will also gain exposure in buying and selling on the Web using auction sites with payment settlement functions. They will learn how to improve business processes using IT systems and tools within an integrated enterprise system.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.

LEVEL 2.1

Aviation Management
This module provides students with an understanding of the air freight industry covering the airlines operations, regulatory and associations, types of aircrafts, terminal handling procedures, equipment, international air transport conventions and document of affreightment. Students will learn the importance of management in air freight forwarding for improving organisational profitability, efficiency and responsiveness.

Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.

International Trade & Practices
This module surveys the basic theories and concepts underlying international trade policies and practices, including Free Trade Agreements. Students will also acquire a working knowledge of import/export procedures, commonly used shipping terms, documents of trade, trade financing mechanisms, methods of payment, international remittances and foreign exchange mechanisms. There will also be hands-on sessions in the use of commonly used software for import and export transactions.

Maritime Management
This module provides in-depth coverage of a wide range of topics such as the role of carriers, types of vessels, containers and cargo gears, preparation of sea waybills and bills of lading, maritime security and law, international sea transport conventions, including the Hague-Visby Rules, and major ports of call around the world.
Productivity & Performance
This module relates the importance of productivity, innovation and continuing improvement to performance and business strategies. Students will learn the business process framework, and move from conceptual design to detailed action plans. It also introduces students to the tools of optimisation and simulation in operational decision-making.

LEVEL 2.2
International Purchasing
Students will learn how to select, engage and manage the best suppliers in the world. They will learn how to prioritise requisitions, conduct financial and operational analysis of suppliers, determine the appropriate ordering method, learn techniques to ensure supplier compliance, and perform the role of a purchasing manager.

Inventory Management
Students will be introduced to techniques that can be used for maintaining minimum stocks of various industries and commercial enterprises. Special emphasis is given to areas within the supply chain where cost of operations could be minimised through efficient management of inventory.

Manufacturing Resource Planning
The module provides students with a thorough understanding of the principles of production planning and control and their applications in a wide spectrum of manufacturing industries. The major topics covered include master production scheduling, material requirements planning, capacity planning and production activity control.

Supply Chain Management
Students will be introduced to the critical concerns involved in the design, control, operation and management of supply chain systems. Students will be taught to analyse various aspects of the supply chain.

Warehousing Management
This module gives students an understanding of the importance of warehousing and storage management in the overall logistics management of a business organisation. Topics include warehouse roles in the supply chain management, warehousing decisions and operations, storage systems, warehouse material handling equipment and management, warehouse layout and design, barcode and radio frequency technologies.

LEVEL 3.1

COMMON MODULES

Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.

Risk Management
This module provides students with the basic concepts of supply chain (SC) risk and risk management. Topics include an overview of risk management, risk management process, various supply chain risks, sources, categories and strategies in mitigating SC risks, managing supply chain risks and disruptions, supply chain security and resilience, practical tools for improving the resilience of the supply chain, and international supply chain security.

DANGEROUS GOODS & COLD CHAIN LOGISTICS ELECTIVE OPTION

Cold Chain Management
This module discusses the local and international regulatory bodies, international handling, and storage practices and standards for different food products. Students will be provided with the tools for the implementation and monitoring of cold chain quality, Hazard Analysis and Critical Control Point (HACCP) and its implementation in cold chain will be discussed.

Dangerous Goods Management
The module introduces to students, the listing, requirements and regulations relating to dangerous goods, and inculcates in students an understanding of the nature of dangerous goods, and how they are classified and identified under the United Nations (UN) system. It also covers how the packaging is chosen for the particular material using UN specification packaging in almost every case, and how the packages are marked and labelled.

Pharmaceutical Logistics
This module aims to provide students with an understanding of temperature control and monitoring issues that are involved in the transport & storage of pharmaceutical products. It also covers good distribution practices and issues of security, compliance and safety throughout the supply chain.

PROJECTS & EVENTS LOGISTICS ELECTIVE OPTION

Arts & Wine Logistics
This module equips students with the know-how to handle specialised services for arts products such as antiques and collectibles. It covers consideration of choosing appropriate handling equipment, mode of transportation, packaging and insurance. This module
also provides students with the knowledge of providing solutions to logistics services for wine. It covers the whole logistics and supply chain requirement from the winery to the retail shops.

Projects & Events Logistics
This module provides students with knowledge on turnkey projects such as oversize cargo and heavy lifts. Students acquire the skills to plan and ensure safe loading, stowage, securing, care of cargoes. The event logistics component allows students to understand site survey and analysis, transportation and handling of exhibits up to the fair grounds, dismantling, documentation, customs clearance, and repackaging and re-exporting.

Project Management
Students will be introduced to the concepts and techniques related to project and team management. Topics cover Critical Path Method, Resource Leveling, Project Cost Crashing, PERT, monitoring the project, communication, leadership, motivation, teams and diversity. Students will learn to use Microsoft Project to enter tasks, assign resources, level resources, set baseline and interim plans, etc.

LEVEL 3.2
Six-month Internship
This module forms an essential part of the course. It provides broad-based and practice-oriented training to equip students with the appropriate practical management and communication skills. It also offers them the opportunity to acquire the right attitude to enter the industry as logistics technologists. The six-month programme will be executed in close collaboration with participating companies in the logistics industry, supported by professional practitioners as mentors.
The Diploma in Tourism & Resort Management (TRM) prepares students for careers in key sectors of the tourism industry such as hospitality, leisure and lifestyle, Meetings, Incentives, Conventions and Exhibitions (MICE), and travel.

TRM equips students with a positive service attitude as well as relevant skills and knowledge, giving them a strong business foundation with a global and entrepreneurial focus.

Students learn how to organise conventions and events. They also acquire knowledge in the marketing and management of hospitality and resort properties, food and beverage outlets, as well as leisure and lifestyle establishments. Besides gaining an insight into these areas, students also have the opportunity to learn about the travel industry and the management of a tourism destination.

**ENTRY REQUIREMENTS**

To be eligible for consideration, candidates must have the following GCE ‘O’ Level examination (or equivalent) results.

<table>
<thead>
<tr>
<th>Subjects</th>
<th>‘O’ Level Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>1-6</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-6</td>
</tr>
<tr>
<td>Any three other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

Candidates must also have sat for a Humanities subject or Art / Music or Principles of Accounts or a relevant OSIE / Applied Subject and fulfil the aggregate computation requirements.

**CAREER PROSPECTS**

The Singapore Tourism Board aims to make Singapore Asia’s leading MICE city, leisure destination, and services centre by 2020. Tourism has been a major industry and contributor to the Singaporean economy. With integrated resorts and the future development of the airport and attractions, the industry offers TRM graduates many career opportunities in food and beverage, hospitality, leisure and lifestyle, MICE, travel, and other tourism related sectors. TRM graduates are eligible for a wide variety of positions in sales and marketing, operations, facility planning and development, promotions and public relations, consultancy and customer service.

**ACCREDITATION FOR FURTHER STUDIES**

TRM graduates are eligible for admission to local and overseas universities. They enjoy advanced standing in tourism management, hospitality and related degree programmes.

TRM graduates may pursue a wide range of degree courses at all local universities and several overseas universities which may grant at least one year’s exemption. They include Australian universities such as Southern Cross University, the University of Queensland, the University of Southern Queensland and the University of Nevada, Las Vegas.

**COURSE CURRICULUM**

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
<td></td>
</tr>
<tr>
<td>Level 1.1 (28 hours per week)</td>
<td></td>
</tr>
<tr>
<td>Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td>Introduction to Tourism &amp; Resort Management</td>
<td>4</td>
</tr>
<tr>
<td>IT in Business</td>
<td>4</td>
</tr>
<tr>
<td>Leisure &amp; Lifestyle Management</td>
<td>4</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>4</td>
</tr>
<tr>
<td>Service Quality for Tourism &amp; Resorts</td>
<td>2</td>
</tr>
<tr>
<td>Innovation Toolkit^</td>
<td>4</td>
</tr>
<tr>
<td>Sports &amp; Wellness^</td>
<td>2</td>
</tr>
<tr>
<td>Module Name</td>
<td>Credit Units</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Level 1.2 (20 hours per week)</td>
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<tr>
<td>Business Communication 1</td>
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<tr>
<td>Business Management</td>
<td>4</td>
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<tr>
<td>Fundamentals of MICE Management</td>
<td>4</td>
</tr>
<tr>
<td>Hospitality Operations Management</td>
<td>4</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>4</td>
</tr>
<tr>
<td>YEAR 2</td>
<td></td>
</tr>
<tr>
<td>Level 2.1 (24 hours per week)</td>
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<tr>
<td>Accounting &amp; Finance</td>
<td>4</td>
</tr>
<tr>
<td>Business Communication 2</td>
<td>4</td>
</tr>
<tr>
<td>Conventions &amp; Events Management</td>
<td>4</td>
</tr>
<tr>
<td>Hospitality Business Management</td>
<td>4</td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>Cultural Quotient at Work^</td>
<td>2</td>
</tr>
<tr>
<td>Interdisciplinary Studies (IS) module^</td>
<td>2</td>
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<tr>
<td>Level 2.2 (24 hours per week)</td>
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</tr>
<tr>
<td>Enterprise Creation &amp; Development</td>
<td>4</td>
</tr>
<tr>
<td>Food &amp; Beverage Management</td>
<td>4</td>
</tr>
<tr>
<td>Tourism Law</td>
<td>4</td>
</tr>
<tr>
<td>Tourism &amp; Resort Marketing</td>
<td>4</td>
</tr>
<tr>
<td>Tourism Research</td>
<td>4</td>
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<tr>
<td>Interdisciplinary Studies (IS) Module^</td>
<td>2</td>
</tr>
<tr>
<td>Interdisciplinary Studies (IS) Module^</td>
<td>2</td>
</tr>
</tbody>
</table>

**COURSE MODULES**

**LEVEL 1.1**

**Business Statistics**

This module introduces basic concepts of statistics, focusing on basic statistical tools and models for decision-making in the business world. Students will learn how to organise and analyse data and interpret the results.

**Introduction to Tourism & Resort Management**

This module introduces students to the tourism industry and its sectors. Students will acquire an understanding of tourism demand and supply, different modes of travel (air travel, cruise, rail travel & car rental), the hospitality sector, various types of visitor attractions and travel products, the impact of tourism, the roles of tourism organisations as well as the application of information technologies to the tourism industry. Students will also have an overview of tourism trends, strategies and development in Singapore.

**IT in Business**

This module provides students with a lateral appreciation of information systems that can be leveraged upon by businesses for competitive advantage. It aims to help students understand how to use and manage information technologies to streamline business processes and improve business decision-making. Students will engage in discussions on contemporary issues related to the use of IT in business such as Security Management, Web 2.0 and ethical use of the corporate IT resources.

**Leisure & Lifestyle Management**

This module seeks to expose students to the diversity of leisure and lifestyle activities and the development of recreational sectors. It will equip students with the essential skills and know-how for the successful planning and management of leisure enterprises, and allow students to experience first-hand the leading lifestyle trends through a series of experiential learning which range from spa, golf, wine and cheese to the appreciation of the arts.

**Macroeconomics**

This module surveys the workings of a typical economy. Topics include economic growth, unemployment, inflation and the Keynesian model of the macro economy. References will be made to current case studies of global, regional and local issues.

**Service Quality for Tourism & Resorts**

The module focuses on the strategy, staff and systems of hospitality service. Students will learn the importance of service quality in the creation of a “hospitality” experience and how service quality affects the bottom line of business. They will also be able to identify the ingredients of service quality and apply the hospitality principles in the tourism and resort industry.
LEVEL 1.2
Business Communication 1
This module introduces both written and oral communication skills to students to build their confidence in delivering clear and logical messages to their audience. Students will work through oral presentations and discussion techniques to function effectively in a team. In addition, students will be given opportunities to practise crafting blogs and writing minutes of a meeting to develop different aspects of their written communication skills.

Business Management
Students will acquire an understanding of basic management principles and practices. They will also learn how managers plan, organise, lead and control activities and resources in organisations, as well as how change management, innovation and creativity can enhance organisational performance.

Fundamentals of MICE Management
This module introduces students to the basic concepts and make-up of the Meetings, Incentives, Conventions, Exhibitions (MICE) industry. They will acquire a broad overview of the skills and knowledge related to individual components of MICE events, and become familiar with industry trends and practices.

Hospitality Operations Management
This module exposes students to the real-world perspective of today’s hospitality industry, locally and overseas. Students will be equipped with fundamental skills and knowledge of hotel and resort operations, including front office operations, housekeeping, security and loss prevention management. Students will also be trained to use Opera Front Office System by Micros-Fidelio, the world’s leading property management system in the hospitality industry.

Microeconomics
Students will examine the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. The module incorporates a study of the theory of demand and supply, and discusses production costs, price determination and supply decisions for individual firms in different market structures.

LEVEL 2.1
Accounting & Finance
The aim of this module is to impart basic accounting and finance knowledge. Students will be taught how to interpret and use financial accounting information for decision-making. This module will also cover cost-volume-profit analysis, budgeting, working capital management as well as capital investment analysis.

Business Communication 2
This module creates opportunities for students to practise and apply their oral and written communication skills in different situations. It builds on writing abilities by reinforcing linguistic skills and strategies for writing effective business messages. Students will be required to practise speaking and presentation skills through impromptu speeches. Students will also be taught business etiquette including telephone manners, conversational skills, grooming and social graces through role-plays and simulations.

Conventions & Events Management
This module builds on the Fundamentals of MICE Management module. Students will learn the important mechanics of MICE and how to plan and organise MICE events successfully. Topics include programme planning, marketing of MICE events, corporate event management, venue selection, management of supporting services, budgeting and sponsorship management, logistics management, organising a press conference, evaluation and post-event reporting.

Hospitality Business Management
This module exposes students to the essential management issues of operating hospitality enterprises. Topics include management contracts and franchise agreements, sales and marketing, yield management and financial controls, distribution channels, and performance indicators. Students will have the opportunity to examine the operations of hotels and resorts locally as well as overseas.

Principles of Marketing
This module examines basic concepts and principles of marketing of goods and services. Students will learn to evaluate the marketing system – from planning to pricing to promotion and distribution. It will also help students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

LEVEL 2.2
Enterprise Creation & Development
Students will learn how to start or invest in a new venture and manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

Food & Beverage Management
This module provides a basic foundation in food and beverage (F&B) management and operation. Students will learn how to manage an F&B outlet, including providing guests with a delightful dining experience,
as well as F&B planning, serving, production and control. Issues relating to the profitability of F&B management will also be emphasised, with focus on human resource aspects.

Tourism Law
Students acquire basic knowledge of the law relevant to the tourism and hospitality industry. Topics include the Singapore legal system, contract, tort and agency laws relating to transport and traveller accommodation, rights and duties of hotels, amusement and theme park operators, occupier’s liability, carrier’s liability and laws relating to travel agents and regulations relating to the sale of food and liquor, gaming, entertainment, licensing, and insurance.

Tourism & Resort Marketing
This module provides students with a comprehensive understanding of the marketing principles and practices within the context of the tourism and resort industry. Topics covered include destination and resort marketing, public relations, and Singapore’s tourism industry initiatives. Emerging marketing trends and issues in the industry and their implications will also be discussed.

Tourism Research
The module aims to give students the knowledge of marketing research tools and techniques. It equips them with the skills necessary to plan, design and conduct marketing research projects appropriately and effectively. The research will be in the context of the tourism industry. This module also uses a few analytical techniques and statistical software package.

LEVEL 3.1
Business Communication 3
This is a practical module that aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience’s needs and requirements, and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers.

Destination Management
This module aims to provide students with a sound knowledge of popular travel destinations around the world which is of key importance in the travel and tourism industry. Students will be introduced to basic principles, processes and policies of tourism development of a destination. The fundamentals of understanding destination management, such as the role of a national tourist organisation, travel value chain, destination life cycle and sustainable tourism will be the main focus of the module.

Industry Project in Tourism
This module enables students to acquire practical research and application skills relevant for the tourism industry. Students will implement projects, participate in discussion forums and interact with industry practitioners. They will undertake an assignment related to tourism, including MICE, F&B, theme parks, resorts and other aspects of the industry.

Operations Management in Tourism
This module introduces students to the operations of service organisations within the tourism industry. Students will be taught management techniques for planning, designing, organising and controlling resources for the delivery of goods and services to meet customers’ needs and organisational objectives. Concepts covered include service strategy, new service development, forecasting, technology in service, service quality, facility location, capacity management, waiting line management, short-term scheduling, vehicle routing, and forecasting.

Strategic Travel Management
This module is designed to equip students with knowledge of current strategic issues and challenges faced by the travel industry. Topics covered include deregulation of the travel industry, influence of low cost carriers in Asia, impact of global airline alliance and mergers and trends in corporate travel management. The module will also expose students to technological, environmental, security and safety issues in the travel industry.

LEVEL 3.2
Six-month Internship
Students will be given the opportunity to work for about six months in tourism-related organisations and public sector firms. They will learn beyond the classroom boundaries with professional practitioners as their mentors.