

BUSINESS & ACCOUNTANCY



The **School of Business & Accountancy (BA)** is widely acknowledged as the premier provider of Business and Accountancy education at the polytechnic level in Singapore. With a history dating back to 1963, the School is recognised as the place to learn the intricacies of the business world.

Through its rigorous curriculum, exceptional student development programmes, industrial attachments with highly regarded organisations, state-of-the-art facilities and dedicated teaching staff, the School has nurtured thousands of enterprising and well-rounded professionals, who are ready to face the challenges of a dynamic business environment.

Excellent connections with the business community and professional bodies help BA to keep abreast with current industry trends. Students can expect a high standard of training that equips them with the necessary skills and knowledge for the world of business, accounting, finance, information technology and tourism. The School also runs a number of flagship programmes, such as the Experiential Training for Entrepreneurship Development (EXTEND) programme and the Realistic, Experiential & Applied Learning (REAL) programme, to promote learning, innovation and entrepreneurship.

Entrepreneurs-Connect@NP, a unit driven by BA, helps Ngee Ann Polytechnic (NP) students realise their dreams and start their innovative businesses. Product and market study, business planning and ongoing business development guidance are offered to NP student ventures. Students can seek funding through the Polytechnic's Enterprize! Scheme and SPRING Singapore's Entrepreneurial Talent Development Fund (ETDF) Scheme.

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)
with Options in Entrepreneurship, Human Resource Management, International Business, Marketing, Marketing Communication **NEW!**, Psychology **NEW!** and Service Management
- Diploma in Tourism & Resort Management (TRM)

BA's broad-based curriculum offers a balance of foundation and multidisciplinary modules to foster creative thinking, develop life skills, and enhance communication and business skills.

Generally, the first two years allow students to gain a broad perspective of the course while the final year focuses on specialised and practical training to prepare them for the working world.

MAJOR ACHIEVEMENTS

With over 40 years of experience in the field, BA is respected as the most established business school amongst polytechnics in Singapore. It is widely recognised in the educational and business circles for its numerous staff and student achievements, and the rich kaleidoscope of activities that range from training, consultancies, seminars, conferences to school outreach events.

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. Entrepreneurship students learn the practical problems of getting a real business venture started under the EXTEND programme. Final-year students advise and guide secondary school students on the many aspects of starting new businesses.

BA's First Step! Programme aims at giving students a "new learning methodology" and exposes them to the options available when they embark on a business. Students have collaborated with Jurong Town Corporation to organise a bazaar for the working professionals. This gave the students exposure to an alternative consumer group. Students have also collaborated with Yuhua Community Club and Bukit Batok Community Club under this programme.

BA has also introduced a module on Enterprise Creation & Development in its business diplomas to provide the opportunity for students to acquire skills in starting a business. Students can also opt to work full-time on their start-ups in the last six months of their course.

All first-year BA students are challenged to come up with creative and innovative ideas. Through the School's Innovation Development and Entrepreneurship Advancement Scheme (IDEAS), their proposals are assessed and rewarded to encourage entrepreneurship. Students can apply for seed funding of up to \$3,000 under the Polytechnic's EnterpriZe! Scheme.

Real Exposure

Under the REAL programme, launched in 2000, BS (Marketing) students are grouped into business units in their final year. Students not only plan, implement marketing strategies and make business decisions, they also take on the role of 'business owners', responsible for the bottom lines of their respective enterprises.

Students also get practical experience in handling real projects. BIT students, for instance, are expected to select a real company to design and develop e-business applications in their second and third years of study.

Student and Staff Achievements

- BFS graduate Low Ying Liang, in collaboration with two students from the National University of Singapore, won the Lee Kuan Yew Global Business Plan Competition 2006/2007. She was a founding member of a bio-tech start-up and was featured on Arts Central's television programme *Generation Next 4*. Another BFS graduate Alvin Lim Shan-Jia was featured as a National Top Achiever on Arts Central's *Generation Next 3*. He was Singapore's Road Safety Ambassador at the 2007 United Nations World Youth Assembly for Road Safety in Geneva, Switzerland. He also received the prestigious Global Merit Scholarship from the National University of Singapore.
- A team of BS (Marketing) students emerged overall champions in the 4th CIMS (Chartered Institute of Marketing) International Marketing Competition held on 27 Oct 2007, beating competing teams from local universities and polytechnics to clinch the Gold Award.
- Marvin Kang, a BS student, also clinched the top MoneySENsible Youth Award. This award is given to polytechnic students who have taken a sensible approach to managing their money.
- HE Mr S R Nathan, President of the Republic of Singapore conferred BS students Ho Hui Hua Jasmine, Lim Wen Yee, Ng Si Lin, Lawrence Tan Hong Chiang, Simon Tan Hong Siang and Teoh Rui Yi the National Youth Achievement Award (NYAA) Gold Award in October 2006 and BS student, Marcus Tan Yi Wei, the NYAA Gold Award in October 2007.
- BIT student Deborah Yeo Hui Shan was presented with the National Service-Learning Gold Award by Dr Vivian Balakrishnan, Minister of Community Development, Youth & Sports on 12 August 2006 for her Service-Learning project entry – *Be the light of someone's life*.
- The BA CARES student initiated project – Kindling Education, Yielding Success (KEYS) was awarded the Team Merit Award under the YMCA Youth for Causes 2006 Social Entrepreneurship programme. KEYS helped to raise a sum exceeding \$12,000 for the Ngee Ann Polytechnic Student Aid fund, for needy students. The students were also the proud recipients of the NP Student Excellence Award for Best Community Service in 2006.
- The BA CARES TEN TONS team was named the Champion Team (Fund raising) in the Youths Embrace Social Services (YES²) competition organised by the National Council for Social Services in September 2007. Their effort in mobilising 2,500 volunteers to collect 101 tonnes of newspapers in a single day has also been recorded in the Singapore Book of Records.
- The Marketing Research Expertise group, comprising lecturers presented their survey findings on Singaporean Men, a very important segment of the market to the industry, in December 2006. This was the sixth supplement of the School's annual series of survey presentations, which aims to provide the industry with interesting facts and statistics about the different segments of Singaporean consumers.

FACILITIES & STAFF

BA students enjoy up-to-date facilities such as wireless Internet connections, modern classrooms with equipment to enhance learning, and easy access to online learning materials through the Polytechnic's Mobile e-Learning (MeL) platform.

The School is staffed by a team of dedicated lecturers with a wealth of industry and professional experience, and excellent academic credentials. Many of the staff are actively involved in consultancies, have submitted and presented papers at conferences, contributed articles in local newspapers and magazines, and written books in their areas of expertise. Above all, they are friendly, caring and approachable.

BA lecturers have also achieved local and international recognition. Ms Fa'izah Ishak was awarded the PS21 Star Service Award in recognition of her high standard of service excellence. Mrs Chandra Gopalan was awarded Best Supportive Teacher Award by Asian Women's Welfare Association (AWWA) for her dedication to help physically disabled BA students integrate into society. Mr Joseph Seet was the first lecturer from Singapore to be invited by Wheelock College's Boston campus under the prestigious Presidential International Visiting Scholar programme.

COLLABORATIONS

The School has an excellent track record of close collaboration with industry players to enable its students and staff to stay in touch with, and, in some cases, to lead, real-time developments.

A key form of collaboration is the emphasis on student industrial attachments and exchange programmes. A feature of ACC is the Accountancy Practical Training (APT) programme, during which final-year students are attached for about six months with established organisations such as the 'Big Four' international accounting firms, government-related agencies and other commercial organisations. Similarly, the Industrial Attachment Programme (IAP) is available to BFS, BIT, BS and TRM students.

BA also collaborates with service providers in software training such as the Abacus ticketing and travel reservation system for TRM students. Abacus Travel Systems Pte Ltd, a leading player in the Asia Pacific in computerised reservation systems for the airline industry, has worked with BA to prepare final-year students for placements in the travel trade under a unique programme called Tourism Industry Placement Scheme (TIPS).

Student exchange programmes are conducted with Zhejiang University City College. These programmes allow our students to attend classes at a foreign university for one semester.

The School is also a leader in creating partnerships with industry leaders on projects and consultancies. BA is the only Singapore educational institution which collaborated with the Singapore Exchange Limited (SGX) on a pioneering project to develop a new Web-based financial reporting platform using eXtensible Business Reporting Language (XBRL). XBRL facilitates online reporting and analysis. The School is actively involved in promoting the adoption of XBRL in Singapore. BA lecturers jointly organised two public seminars on XBRL with professional bodies like the Association of Chartered Certified Accountants (ACCA), Accounting and Corporate Regulatory Authority (ACRA), Institute of Certified Public Accountants of Singapore (ICPAS), Infocomm Development Authority (IDA), and PricewaterhouseCoopers (PwC). BA has collaborated with the Singapore Institute of Directors (SID) to promote the importance of corporate governance to members of the Association of Small and Medium Enterprises (ASME).

BIT lecturers are working with the Singapore Chapter of the Information Systems Audit and Control Association (ISACA) to create awareness of IT ethics and governance in the community. They have also provided IT consultancy services to Credit Counselling Singapore (CCS).

The School also partners the Accountant General's Department, Singapore Police Force, Singapore Customs, and Civil Service College to conduct courses such as Net Economic Value, Corporate Governance for Non-profit Organisations, and Internal Control.

DIPLOMA IN ACCOUNTANCY (ACC) (3-YEAR COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY



The **Diploma in Accountancy (ACC)** gives students a head start in good 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 strategic growth and governance.

The course comprises foundational modules on essential accounting, computing and communication skills. These are complemented by basics in other related disciplines like economics, information systems, taxation, business law and company law and secretarial practice. Students are also equipped with auditing skills to review a company's accounts and procedures to ensure transparency in its financial reporting.

The final year of the course focuses on specialised and practical training, such as the Accountancy Practical Training (APT) programme. Students can choose to go on the APT programme of about six months with international accounting firms, major organisations and government-related agencies to gain relevant working experience. Alternatively, students can pursue modules related to finance, business or international business.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examinations (or equivalent) results:

Subject	'O' Level Grade
English	1-6
Mathematics (Elementary/Additional)	1-6
Any three other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics, a Humanities subject (Grade 1-9) and two other subjects.

CAREER PROSPECTS

ACC graduates are highly sought after in the fields of accounting, audit, taxation, finance, consultancy, insurance and banking. With further education and career development, they can move up to senior positions such as Senior Accountant and Regional Financial Controller.

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 Institute of Chartered Secretaries and Administrators (ICSA) and the Chartered Institute of Management Accountants (CIMA), grant further exemptions in professional examinations for ACC graduates.

COURSE STRUCTURE

FIRST-YEAR MODULES

<p>Level 1.1</p> <ul style="list-style-type: none"> • Business Statistics • IT in Business • Introduction to Financial Accounting • Microeconomics • Business Communication 1 • Creativity & Applied Thinking Skills[^] • Sports & Wellness[^] 	<p>Level 1.2</p> <ul style="list-style-type: none"> • Decision Support with Spreadsheets • Business Management • Fundamentals of Financial Accounting • Macroeconomics • Business Law • Individual & the Community[^] • Life Management Skills[^]
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

SECOND-YEAR MODULES

<p>Level 2.1</p> <ul style="list-style-type: none"> • Business Communication 2 • Cost Accounting • Finance of International Trade • Intermediate Financial Accounting • Taxation 1 • Any 2 Interdisciplinary Studies (IS) modules[^] 	<p>Level 2.2</p> <ul style="list-style-type: none"> • Auditing 1 • Enterprise Accounting Applications • Financial Management • Company Law & Secretarial Practice • Regulatory Framework of Accounting • Innovation & Enterprise in Action[^]
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

FINAL-YEAR MODULES

<p>Level 3.1</p> <ul style="list-style-type: none"> • Advanced Financial Accounting • Auditing 2 • Managerial Accounting • Taxation 2 • Business Communication 3 	<ul style="list-style-type: none"> • World Issues: A Singapore Perspective[^] • Any 1 Interdisciplinary Studies (IS) module[^]
<p>Level 3.2 (Pathway 1)</p> <ul style="list-style-type: none"> • Accountancy Practical Training (APT) Programme of about six months <p>OR one of the following options:</p>	<p>Level 3.2 (Pathway 2) Finance Option</p> <ul style="list-style-type: none"> • Financial Planning • Financial Markets & Services • Treasury • International Economics & Finance • Investments
<p>Level 3.2 (Pathway 2) Business Option</p> <ul style="list-style-type: none"> • Enterprise Creation & Development • Financial Planning • Financial Markets & Services • Human Resource Management • Principles of Marketing 	<p>Level 3.2 (Pathway 2) International Business Option</p> <ul style="list-style-type: none"> • International Business/International Business Study Mission • Cross Cultural Management • International Finance • Logistics Management • Elective

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

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 analyse data and interpret the results using a widely used statistical software package.

IT in Business

This foundational module examines key business-related Information Technology (IT) concepts and vocabulary in areas such as IT networks, the Internet and Web applications, security, ethics and intellectual property rights. With IT adding value to businesses by improving processes and decision-making, essential e-competencies in IT will be developed to enable students to become IT-savvy business professionals.

Introduction to Financial Accounting

This module highlights 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.

Microeconomics

In this module, 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.

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 and to present their ideas clearly and coherently. In addition, students will be given opportunities to practise crafting business messages, such as e-mails and short reports, to develop different aspects of their oral and written communication.

LEVEL 1.2

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.

Business Management

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

Fundamentals of Financial Accounting

Building on the module Introduction to Financial Accounting, this module covers accounting methods, concepts and principles as well as internal controls in the accounting for cash, credit transactions, inventories, fixed assets and incomplete records. Students are exposed to a commercial accounting software package to enhance accounting knowledge.

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 Singapore-related issues.

Business Law

This module equips students with a basic knowledge of the law and its application in a business environment. Topics include the Singapore Legal System, Law of Contract, Agency, Tort, Law of Business Organisations, Intellectual Property Law and Business Ethics.

LEVEL 2.1

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills and to appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently, courteously and clearly. It reinforces linguistic skills and strategies for writing effective business messages. Students practise speaking and presentation skills through effective delivery, boardroom presentations and impromptu speeches. Students are also taught business etiquette, including telephone manners, conversational skills and social graces through role-plays and simulations.

Cost Accounting

This module focuses on aspects of cost accounting. Topics covered include cost terminology, basic concepts and costing procedures to account for materials, labour and overheads, and costing methods for jobs, processes, joint and by-products, and also variable and absorption cost techniques.

Finance of International Trade

This module surveys 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. They will be able to apply the principles of trade finance to international business transactions.

Intermediate Financial Accounting

A follow on from the module Fundamentals of Financial Accounting, this module equips students with skills to prepare financial statements for partnerships and limited liability companies. Topics covered include accounting for bills of exchange, clubs and societies, Goods and Services Tax and payroll accounting.

Taxation 1

This module highlights basic tax concepts, including the Singapore income tax system and Goods and Services Tax. Topics include income from employment and investment, personal relief and special tax rebates, joint and separate assessments, wear and tear allowances, and tax administration. Students will develop the important skills needed for preparing income tax computations for individuals, sole proprietors and partnerships.

LEVEL 2.2

Auditing 1

This module equips students with the basic knowledge and functional skills needed by an auditor in a public accounting firm. Besides learning the audit approach in documenting and testing internal controls, students will also be introduced to essential audit communication skills.

Enterprise Accounting Applications

This module exposes students to the computerised accounting information system. Students are trained in the setting up, operations and maintenance of a set of accounts using a commercial accounting software package. They are also introduced to topics like E-Commerce, Financial Modelling, Enterprise Resource Planning (ERP) systems and eXtensible Business Reporting Language (XBRL).

Financial Management

This module provides students with a basic knowledge of financial management. The module begins with a look at 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.

Company Law & Secretarial Practice

This module provides students with an understanding of the principles of company law as applied in commercial situations and a knowledge of company secretarial practice. Topics include the forms of business organisations, effects and procedures of incorporation, maintenance of statutory records and filing of returns, constitution of a company, administration of a company including the administration of meetings, duties and liabilities of directors and other officers, rights of members, loans and debentures, corporate rescue schemes and liquidation. Students will receive hands-on practice in the filing of statutory returns through Bizfile and use of Viewpoint software, and will become familiar with the Companies Act and other relevant statutory requirements.

Regulatory Framework of Accounting

In this module, students learn to prepare corporate financial statements that comply with financial reporting standards and other regulatory requirements. Students will be able to prepare published financial statements that comply with the disclosure requirements of local statutory standards.

LEVEL 3.1

Advanced Financial Accounting

This module is the final one in the series of financial accounting modules covered in the course. It covers the requirements under the financial reporting standards for the preparation of cash flow statements, accounting for foreign currency transactions, translation of foreign companies' financial statements to the reporting currency, and preparation of consolidated financial statements for a group of companies. Students will also learn to analyse and interpret financial statements of listed companies.

Auditing 2

Building on the module Auditing 1, students will explore advanced areas of auditing by examining issues that require professional judgement such as materiality and risk assessment, audit opinions, fraud, corporate governance, and the legal and ethical duties of an auditor. Audit approaches and techniques in a computer information systems environment are also introduced.

Managerial Accounting

In this module, students are introduced to management accounting techniques for planning, control and decision-making. Standard costing and budgetary control techniques are considered together with a study of relevant costs, cost-volume-pricing analysis and pricing decisions.

Taxation 2

This module expands on the principles and concepts of Singapore taxation covered in Taxation 1. Students will learn the workings of Singapore taxation as applied to companies and discuss current issues in taxation. Topics include corporate taxation, one-tier corporate tax system, further/special deductions, carry-back relief, loss transfer system of group relief, double taxation relief, taxation of non-residents, income and investment tax incentives, and tax planning.

Business Communication 3

This is a practical module that aims to help students to be persuasive in the business world. Students will learn to interact effectively in business meetings and in sales situations by exercising their persuasive selling skills, business etiquette, conversational skills and social graces through role-play and simulations. At the same time, job-hunting skills will be introduced to prepare students for a positive start to their careers.

LEVEL 3.2 (PATHWAY 1)

Accountancy Practical Training (APT) Programme

In this programme, students are given the opportunity to work for about six months in public accounting firms, manufacturing firms, and the public sector to encourage them to learn beyond the classroom boundaries, with professional practitioners acting as their mentors.

LEVEL 3.2 (PATHWAY 2) – FINANCE OPTION

Financial Planning

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

Financial Markets & Services

This module examines the role of the financial markets, its players and the instruments, and the status of Singapore as a financial centre. The module will also trace the relationships between the various markets and its participants with emphasis given to current events, trends and developments in the markets.

Treasury

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

International Economics & Finance

In this module, students will acquire the basic set of 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 acquire an understanding of 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, fixed income securities and derivative securities, and to use various valuation techniques to value the securities. Whilst students are exposed to the international financial markets and global investment perspectives, the module will also focus on the Singapore market, in particular the Singapore Exchange, its participants, trading system, settlement procedures and investment information.

LEVEL 3.2 (PATHWAY 2) – BUSINESS 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 the entrepreneur, entrepreneurship issues, types of business ownership, business financing and its sources, venture launch and development.

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 among financial sectors. The module equips students with technical and conceptual financial planning knowledge to prepare them for a career in the financial services industry.

Financial Markets & Services

This module examines the role of the financial markets, its players and the instruments and the status of Singapore as a financial centre. The module will also trace the relationships between the various markets and its participants with emphasis given to current events, trends and developments in the markets.

Human Resource Management

In this module, students will develop Human Resource (HR) management skills needed by supervisors and managers to ensure that their organisations attract and retain the optimum number and quality of employees to meet organisational goals. Topics include HR planning, recruitment, selection, compensation and benefits administration, performance appraisal, career development and training. Students are also introduced to industrial relations and globalisation trends that are impacting the management of HR.

Principles of Marketing

This module examines basic concepts and principles of the marketing of goods and services. It enables students to understand and evaluate the marketing system in which products and services are planned, priced, promoted and distributed. It also helps students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to learn and apply marketing concepts in a creative way through projects, presentations and case studies.

LEVEL 3.2 (PATHWAY 2) – INTERNATIONAL BUSINESS OPTION

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 innovative, comprehensive and experiential learning module that motivates students to learn by being exposed to and interacting with the real-world environment. Students prepare for an overseas study mission to a selected country where they interact with managers of host organisations and acquire first-hand knowledge and appreciation of the business environment as well as the culture of the country. This module provides students the opportunity to develop a global business mindset, work effectively as a group, take responsibility, develop analytical skills, understand business practices, be resourceful, and to learn to be sensitive to other cultures.

Cross Cultural Management

This module provides students with insights into the complexities of managing organisations across borders and cultures. The module explores cross-national ethics and social responsibilities, the impact of culture on management functions and the management of cultural diversity in the workplace. Students will also learn to use techniques for cross-cultural communication and negotiation.

International Finance

This module provides students with an understanding of the international aspects of corporate financial management. Students are taught concepts and issues faced by financial managers involved in international business such as management of foreign exchange exposure, foreign direct investment, international capital budgeting, foreign financing and international taxation. Other topics covered include international trade financing, transfer pricing and trends in international financial markets and services.

Logistics Management

Logistics Management 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 to both local and international contexts. It emphasises the impact that logistics management has on the success and profitability of organisations

COURSE CURRICULUM

Module No.	Module Name	Credit Units	Module No.	Module Name	Credit Units
YEAR 1			Level 3.2 (Pathway 2)*		
Level 1.1 (24 hours per week)			Finance Option		
1.	Business Statistics	4	36.	Financial Planning	4
2.	IT in Business	4	37.	Financial Markets & Services	4
3.	Introduction to Financial Accounting	4	38.	Treasury	4
4.	Microeconomics	4	39.	International Economics & Finance	4
5.	Business Communication 1	4	40.	Investments	4
6.	Creativity & Applied Thinking Skills [^]	2	Level 3.2 (Pathway 2)*		
7.	Sports & Wellness [^]	2	Business Option		
Level 1.2 (24 hours per week)			41.	Enterprise Creation & Development	4
8.	Decision Support with Spreadsheets	4	42.	Financial Planning	4
9.	Business Management	4	43.	Financial Markets & Services	4
10.	Fundamentals of Financial Accounting	4	44.	Human Resource Management	4
11.	Macroeconomics	4	45.	Principles of Marketing	4
12.	Business Law	4	Level 3.2 (Pathway 2)*		
13.	Individual & the Community [^]	2	International Business Option		
14.	Life Management Skills [^]	2	46.	International Business/International Business Study Mission	4
YEAR 2			47.	Cross Cultural Management	4
Level 2.1 (24 hours per week)			48.	International Finance	4
15.	Business Communication 2	4	49.	Logistics Management	4
16.	Cost Accounting	4	50.	Elective	4
17.	Finance of International Trade	4	Notes:		
18.	Intermediate Financial Accounting	4	[^] For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/		
19.	Taxation 1	4	* Students pursuing any of the Pathway 2 Options will have to complete an Industrial Training Programme of about 7 weeks, which carries 5 credit units.		
20.	Interdisciplinary Studies (IS) module [^]	2	IS Modules		
21.	Interdisciplinary Studies (IS) module [^]	2	The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.		
Level 2.2 (24 hours per week)					
22.	Auditing 1	4			
23.	Enterprise Accounting Applications	4			
24.	Financial Management	4			
25.	Company Law & Secretarial Practice	4			
26.	Regulatory Framework of Accounting	4			
27.	Innovation & Enterprise in Action [^]	4			
YEAR 3					
Level 3.1 (24 hours per week)					
28.	Advanced Financial Accounting	4			
29.	Auditing 2	4			
30.	Managerial Accounting	4			
31.	Taxation 2	4			
32.	Business Communication 3	4			
33.	World Issues: A Singapore Perspective [^]	2			
34.	Interdisciplinary Studies (IS) module [^]	2			
Level 3.2 (Pathway 1)					
35.	Accountancy Practical Training	25			

DIPLOMA IN BANKING & FINANCIAL SERVICES (BFS) (3-YEAR COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY



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 players and instruments, and the status of Singapore as a financial centre.

The course gives students a firm foundation in capital market and banking practices, credit, treasury and risk management, financial planning and insurance, 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 Industrial Attachment Programme of about six months with financial institutions, government-related agencies, multinationals and other corporations to gain relevant working experience.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examinations (or equivalent) results:

Subject	'O' Level Grade
English	1-6
Mathematics (Elementary/Additional)	1-6
Any three other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics, a Humanities subject (Grade 1-9) and two other subjects.

CAREER PROSPECTS

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

ACCREDITATION FOR FURTHER STUDIES

BFS graduates enjoy advanced standing in business-related degree programmes of overseas universities and some module exemptions from local universities.

Professional bodies like the Association of Chartered Certified Accountants (ACCA), the Institute of Chartered Secretaries & Administrators (ICSA), and the Chartered Institute of Management Accountants (CIMA) also grant BFS graduates exemptions in professional examinations.

Graduates are also exempted from Modules 6 and 8 of the Capital Markets and Financial Advisory Services Examination, a 9-module exam launched by the Monetary Authority of Singapore in line with the licensing framework under the Securities and Futures Act, and Financial Advisers Act.

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1	Level 1.2
<ul style="list-style-type: none"> • Business Communication 1 • Business Management • IT in Business • Microeconomics • Principles of Accounting • Creativity & Applied Thinking Skills[^] • Sports & Wellness[^] 	<ul style="list-style-type: none"> • Business Law • Business Statistics • Decision Support with Spreadsheets • Financial Markets & Services • Macroeconomics • Individual & the Community[^] • Life Management Skills[^]

SECOND-YEAR MODULES

Level 2.1	Level 2.2
<ul style="list-style-type: none"> • Accounting Applications & Analysis • Finance of International Trade • Financial Management • Financial Planning • Financial Regulations & Practices • Any 2 Interdisciplinary Studies (IS) modules[^] 	<ul style="list-style-type: none"> • Business Communication 2 • Corporate Finance & Advisory Services • Credit Management • Investments • Treasury • Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1	Level 3.2 (Pathway 1)
<ul style="list-style-type: none"> • Business Communication 3 • Marketing of Financial Services • Risk Management • Settlements & Operations Management • Wealth Management • World Issues: A Singapore Perspective[^] • Any 1 Interdisciplinary Studies (IS) module[^] 	<ul style="list-style-type: none"> • Electronic Business Applications • International Economics & Finance • Principles & Practice of Insurance • 2 Elective Cluster modules (Choose an Elective Cluster)

Accounting Elective Cluster

- Cost & Managerial Accounting
- Taxation 1

International Business Elective Cluster

- Cross Cultural Management
- International Business/International Business Study Mission

Business Elective Cluster

- Enterprise Creation & Development
- Human Resource Management

Level 3.2 (Pathway 2)

- Industrial Attachment Programme

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

COURSE MODULES

LEVEL 1.1

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 and to present their ideas clearly and coherently. In addition, students will be given opportunities to practise crafting business messages, such as e-mails and short reports, to develop different aspects of their oral and written communication.

Business Management

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

IT in Business

This foundational module examines key business-related Information Technology (IT) concepts and vocabulary in areas such as IT networks, the Internet and Web applications, security, ethics and intellectual property rights. With IT adding value to businesses by improving processes and decision-making, essential e-competencies in IT will be developed to enable students to become IT-savvy business professionals.

Microeconomics

In this module, 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 1.2

Business Law

This module equips students with a basic knowledge of the law and its application in a business environment. Topics include the Singapore Legal System, Law of Contract, Agency, Tort, Law of Business Organisations, Intellectual Property Law and Business Ethics.

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 analyse data and interpret the results using a widely used statistical software package.

Decision Support with Spreadsheets

This module equips students with a working knowledge of spreadsheets within a business environment. Students 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.

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 relationship between the various markets and its participants with emphasis given to current events, trends and developments in the markets.

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 Singapore-related issues.

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 a computerised accounting system.

Finance of International Trade

This module surveys 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. They will be able to apply the principles of trade finance to international business transactions.

Financial Management

This module provides students with the basic knowledge of financial management. The module begins with a look at 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.

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 among financial sectors. 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 relationship, the duties and liabilities of a bank and the customer, and general consumer banking operations. The module highlights the nature and use of cheques. Students learn about the different types of bank customers, understand the operations of their accounts and the impact of events like bankruptcy, death, and garnishee orders on customers' accounts. They are also introduced to the concept, process and negative consequences of money laundering and the anti-money laundering actions local banks take to better identify and manage risks associated with money laundering in their consumer banking operations.

LEVEL 2.2

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills and to appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently, courteously and clearly. It reinforces linguistic skills and strategies for writing effective business messages. Students practise speaking and presentation skills through effective delivery, boardroom presentations and impromptu speeches. Students are also taught business etiquette, including telephone manners, conversational skills and social graces through role-play and simulations.

Corporate Finance & Advisory Services

Students will be given an overview of the 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 & 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 from the planning to the execution as well as the maintenance of a loan portfolio. Students will learn about good lending practices and how to carry out credit risk assessment based on both qualitative and quantitative aspects of credit evaluation. Case studies are used extensively to acquaint students with lending scenarios.

Investments

Students will learn the principles and practice of investments. Students will also learn how to analyse and discuss the characteristics of various investment products such as equity securities, fixed income securities and derivative securities, and to use various valuation techniques to value the securities. Whilst students are exposed to the international financial markets and global investment perspective, the module will also focus on the Singapore market, in particular the Singapore Exchange; its participants, trading system, settlement procedures and investment information.

Treasury

This module provides a preview 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 3.1

Business Communication 3

This is a practical module that aims to help students to be persuasive in the business world. Students will learn to interact effectively in business meetings and in selling situations by exercising their persuasive selling skills, business etiquette, conversational skills and social graces through role-play and simulations. At the same time, job-hunting 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 enables 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 and awareness 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 in both the technical skills such as portfolio management and estate planning, and the soft skills such as advisory and customer relationship. Students will be taught concepts and issues faced by financial planners or bankers involved in wealth management such as portfolio theory and management, asset allocation, derivative instruments, alternative investment products, and tax and estate planning. Other topics covered include customer relationship management and advisory skills.

LEVEL 3.2 (PATHWAY 1)

Electronic Business Applications

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

International Economics & Finance

In this module, students will acquire the basic set of tools for analysing contemporary international economic issues. The module will cover current trade barriers and the role played by international institutions in promoting global trade. Students will also study the principles of international finance.

Principles & Practice of Insurance

This module provides students with an overview of the key concepts in personal risk management and insurance, including the use and limitations of insurance, principles, and practices, and legal aspects of insurance and the insurance market.

LEVEL 3.2 (PATHWAY 1) – ACCOUNTING ELECTIVE CLUSTER

Cost & Managerial Accounting

This module equips students with a sound knowledge of management accounting principles and techniques, as well as the skills needed in providing an integrated approach to problem solving and decision-making in areas such as production and marketing. Topics include cost concepts, cost behaviour, activity-based management, cost-volume-profit analysis, relevant costs and budgetary control.

Taxation 1

This module highlights basic tax concepts, including the Singapore income tax system and Goods and Services Tax. Topics include income from employment and investment, personal relief and special tax rebates, joint and separate assessments, wear and tear allowances, and tax administration. Students will develop the important skills needed for preparing income tax computations for individuals, sole proprietors and partnerships.

LEVEL 3.2 (PATHWAY 1) – BUSINESS ELECTIVE CLUSTER

Enterprise Creation & Development

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

Human Resource Management

In this module, students will develop Human Resource (HR) management skills needed by supervisors and managers to ensure that their organisations attract and retain the optimum number and quality of employees to meet organisational goals. Topics include HR planning, recruitment, selection, compensation and benefits administration, performance appraisal, career development and training. Students are also introduced to industrial relations and globalisation trends that are impacting the management of HR.

LEVEL 3.2 (PATHWAY 1) – INTERNATIONAL BUSINESS ELECTIVE CLUSTER

Cross Cultural Management

This module provides students with an insight into the complexities of managing organisations across borders and cultures. The module explores cross-national ethics and social responsibilities as well as the impact of culture on management functions, and the management of cultural diversity in the workplace. Students will also learn to use techniques for cross-cultural communication and negotiation.

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 innovative, comprehensive and experiential learning module that motivates students to learn by exposure to and interaction with the real-world environment. Students prepare for an overseas study mission to a selected country where they interact with managers of host organisations and acquire first-hand knowledge and appreciation of the business environment as well as the culture of the country.

This module provides students the opportunity to develop a global business mindset, work effectively as a group, take responsibility, develop analytical skills, understand business practices, be resourceful, and learn to be sensitive to other cultures.

LEVEL 3.2 (PATHWAY 2)

Industrial Attachment Programme

Under this programme students 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, which are selected for their capacity to allow students to learn different aspects of work in the particular industry. Professional practitioners act as mentors to the students.

COURSE CURRICULUM

Module No.	Module Name	Credit Units
YEAR 1		
Level 1.1 (24 hours per week)		
1.	Business Communication 1	4
2.	Business Management	4
3.	IT in Business	4
4.	Microeconomics	4
5.	Principles of Accounting	4
6.	Creativity & Applied Thinking Skills [^]	2
7.	Sports & Wellness [^]	2
Level 1.2 (24 hours per week)		
8.	Business Law	4
9.	Business Statistics	4
10.	Decision Support with Spreadsheets	4
11.	Financial Markets & Services	4
12.	Macroeconomics	4
13.	Individual & the Community [^]	2
14.	Life Management Skills [^]	2
YEAR 2		
Level 2.1 (24 hours per week)		
15.	Accounting Applications & Analysis	4
16.	Finance of International Trade	4
17.	Financial Management	4
18.	Financial Planning	4
19.	Financial Regulations & Practices	4
20.	Interdisciplinary Studies (IS) module [^]	2
21.	Interdisciplinary Studies (IS) module [^]	2
Level 2.2 (24 hours per week)		
22.	Business Communication 2	4
23.	Corporate Finance & Advisory Services	4

Module No.	Module Name	Credit Units
24.	Credit Management	4
25.	Investments	4
26.	Treasury	4
27.	Innovation & Enterprise in Action [^]	4
YEAR 3		
Level 3.1 (24 hours per week)		
28.	Business Communication 3	4
29.	Marketing of Financial Services	4
30.	Risk Management	4
31.	Settlements & Operations Management	4
32.	Wealth Management	4
33.	World Issues: A Singapore Perspective [^]	2
34.	Interdisciplinary Studies (IS) module [^]	2
Level 3.2 (20 hours per week)		
Pathway 1*		
35.	Electronic Business Applications	4
36.	International Economics & Finance	4
37.	Principles & Practice of Insurance	4
38.	Elective Cluster module#	4
39.	Elective Cluster module#	4
Level 3.2		
Pathway 2*		
40.	Industrial Attachment Programme	25

Notes:

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

* Students pursuing Pathway 1 or Pathway 2 will have to complete an Industrial Training Programme of about 7 weeks, which carries 5 credit units.

Choice of modules from same Elective Cluster

IS Modules

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

ELECTIVE CLUSTERS

Accounting Elective Cluster

- Cost & Managerial Accounting
- Taxation 1

Business Elective Cluster

- Enterprise Creation & Development
- Human Resource Management

International Business Elective Cluster

- Cross Cultural Management
- International Business / International Business Study Mission

DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY (BIT) (3-YEAR COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY



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 have honed their skills in applying IT to create business value.

In the first two years of study, the broad-based curriculum equips students with essential business knowledge in accounting, communications, economics, management and marketing as well as core technology skills in information processing, networking, server and database systems, interactive digital multimedia, Internet programming, and business systems and processes.

In the final year, students are offered modules in e-business, enterprise applications, digital and mobile communications, business analytics and intelligence, management information systems and a wide range of electives under the clusters of Marketing, Business Development and Accounting & Finance.

Activities are infused into the curriculum to help students hone their skills in teamwork, communication, organisation, presentation, problem solving and life-long learning skills. Students also gain practical experience through an Integrated Infocommunications Project with real-world companies and Industrial Attachment Programme. Students have opportunities to spearhead technopreneurship projects.

Armed with an optimal combination of business knowledge and IT literacy, students can become successful and highly adaptable business professionals, leading businesses in strategising, managing, operating, competing and growing through the innovative use of IT.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examinations (or equivalent) results:

Subject	'O' Level Grade
English (EL1)	1-6
Mathematics (Elementary/Additional)	1-6
Any two other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics, Science (Grade 1-9) or Design & Technology (Grade 1-9) and two other subjects.

CAREER PROSPECTS

Singapore's business and IT industries hold much promise with the establishment of an ultra-high speed, pervasive, intelligent and trusted infocommunications infrastructure envisioned in the Intelligent Nation 2015 plans. BIT graduates have bright career prospects in fields such as business process outsourcing, e-business consulting and management, information audit and risk management, business analytics and intelligence, and integrated enterprise applications.

ACCREDITATION FOR FURTHER STUDIES

BIT graduates are eligible for admission to local and overseas universities. They enjoy advanced standing in business-related and IT-related degree programmes.

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1	Level 1.2
<ul style="list-style-type: none">• Business Statistics• IT in Business• Microeconomics• Network & Server Systems• Business Communication 1• Creativity & Applied Thinking Skills[^]• Sports & Wellness[^]	<ul style="list-style-type: none">• Decision Support with Spreadsheets• Macroeconomics• Principles of Accounting• Programming Business Applications• Business Management• Individual & the Community[^]• Life Management Skills[^]

SECOND-YEAR MODULES

Level 2.1	Level 2.2
<ul style="list-style-type: none">• Business Law• Business Communication 2• Multimedia & Workgroup Applications• Principles of Marketing• Web Database Applications• Any 2 Interdisciplinary Studies (IS) modules[^]	<ul style="list-style-type: none">• Business Systems Analysis & Design• Cost & Managerial Accounting• IT Law & Governance• Internet Programming Techniques• Service Operations Management• Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1	Level 3.2 (Elective Cluster - Pathway 1)
<ul style="list-style-type: none">• Wireless Business Applications• Integrated E-Business Systems• Managing Electronic Business• Management Information Systems• Business Communication 3• Interdisciplinary Studies (IS) modules• World Issues: A Singapore Perspective[^]• Any 1 Interdisciplinary Studies (IS) module[^]	<ul style="list-style-type: none">• Business Analytics & Intelligence• Integrated Enterprise Applications• 3 Business Elective Cluster modules <i>(choose an elective cluster)</i>

Business Development Elective Cluster Modules

- International Business
- Enterprise Creation & Development
- Logistics Management or Human Resource Management

Marketing Elective Cluster Modules

- Marketing Research
- Marketing Communications
- Brand & Marketing Management

Level 3.2 (Pathway 2)

- Industrial Attachment Programme
OR
- Technopreneurship Incubation Programme

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

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 analyse data and interpret the results using a widely used statistical software package.

IT in Business

This foundational module examines key business-related Information Technology (IT) concepts and vocabulary in areas such as IT networks, the Internet and Web applications, security, ethics and intellectual property rights. With IT adding value to businesses by improving processes and decision-making, essential e-competencies in IT will be developed to enable students to become IT-savvy business professionals.

Microeconomics

In this module, 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 studies business data communications concepts, software operating systems, communication protocols and internetworking services. Students will develop practical skills to set up client-server networks for e-business environments. Internetworking skills are also attained. Key topics include the Open System Interconnect (OSI) model, Internet Protocol (IP), server configuration and administration, network planning, management, security and emerging networking technologies.

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 and to present their ideas clearly and coherently. In addition, students will be given opportunities to practise crafting business messages, such as e-mails and short reports, to develop different aspects of their oral and written communication.

LEVEL 1.2

Decision Support with Spreadsheets

This module equips students with a working knowledge of spreadsheets within a business environment. Students 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. References will be made to current case studies of global, regional and Singapore-related 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.

Programming 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, which are easy to read, modify and of good quality. 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

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

LEVEL 2.1

Business Law

This module equips students with a basic knowledge of the law and its application in a business environment. Topics include the Singapore Legal System, Law of Contract, Agency, Tort, Law of Business Organisations Intellectual Property Law and Business Ethics.

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills and to appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently, courteously and clearly. It reinforces linguistic skills and strategies for writing effective business messages. Students practise speaking and presentation skills through effective delivery, boardroom presentations and impromptu speeches. Students are also taught business etiquette, including telephone manners, conversational skills and social graces through role-play and simulations.

Multimedia & Workgroup Applications

This module equips students with a fundamental knowledge of multimedia business presentations. Students are exposed to various hardware, software, tools and techniques in product design, marketing and promotions. They will learn to produce interactive multimedia Web-based applications for business using authoring principles, concepts and tools. These skills will be integrated with database knowledge to develop real-world dynamic websites.

Principles of Marketing

This module examines basic concepts and principles of the marketing of goods and services to enable students to understand and evaluate the marketing system in which products and services are planned, priced, promoted and distributed. It also helps students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to learn and apply marketing concepts in a creative way through projects, presentations and case studies.

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 Systems Analysis & Design

In this module, students 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.

Cost & Managerial Accounting

This module equips students with a sound knowledge of Management Accounting principles and techniques, as well as the skills needed in providing an integrated approach to problem solving and decision-making in areas such as production and marketing. Topics include cost concepts, cost behaviour, activity-based management, cost-volume-profit analysis, relevant costs and budgetary control.

IT Law & Governance

In this module, students will learn about the tremendous impact of legal, ethical and policy issues in the use of IT. They 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 the creation of a culture of good corporate governance. Topics include E-Commerce law, IT-enabled services (ITeS), ethics, IT governance and policy issues.

Internet Programming Techniques

This module gives an insight into the underlying principles of Web technologies. Students will be introduced to programming languages of the Web, particularly C#.NET, to develop Object-Oriented applications. They will also learn Xtensible Markup Language (XML) to create customised tags that increase the functionality of the Web.

Service Operations Management

This module introduces students to the operations functions of service organisations and management techniques currently available for the designing, planning, organising and controlling resources for the delivery of goods and services to meet customers' needs and organisational objectives. Concepts that will be covered include service facility, managing facility goods, managing capacity and demand, managing waiting lines, short-term scheduling, vehicle routing, project management, inventory management, supply chain management and service quality.

LEVEL 3.1

Wireless Business Applications

This module explores the opportunities and challenges of mobile e-business (m-business) due to the increasing development and use of mobile and wireless technologies in businesses. Students will be exposed to organisational, operational, social and technological issues, and the impact of m-business systems in businesses and the community. Students will also develop a useful mobile application for a business organisation.

Integrated E-Business Systems

In this module, students will learn project management best practices and apply these concepts, tools, techniques and past learning to build an e-business application, with particular focus on project scope, integration and risk management, planning, scheduling and communications at successive stages of the project. Core e-business technology topics covered include systems integration skills and knowledge through collaboration with related IT and business modules.

Managing Electronic Business

This module explores management and implementation issues in Electronic Business. Current and emerging e-business models, e-commerce, and their related technologies are discussed from a managerial perspective. Technical issues related to the implementation of e-Business systems will be delved into to provide students a thorough grounding in the essential technologies. The knowledge and skills that students will acquire include reinventing the future of business through e-commerce, leveraging Internet technologies for business advantage, exploiting business opportunities in e-commerce, designing, and building an e-commerce website and writing a business plan for technology ventures.

Management Information Systems

This module covers the management of information systems and resources within a business to streamline and improve operations and processes. It introduces concepts and issues such as IT security, change management, data warehousing, the role of Application Service Providers (ASPs), business process re-engineering and outsourcing within the context of the business value-chain. Emphasis is placed on real-world applications set against global MIS issues with reference to relevant case studies.

Business Communication 3

This is a practical module that aims to help students to be persuasive in the business world. Students will learn to interact effectively in business meetings and in sales situations by exercising their persuasive selling skills, business etiquette, conversational skills and social graces through role-play and simulations. At the same time, job-hunting skills will be introduced to prepare students for a positive start to their careers.

LEVEL 3.2 (ELECTIVE CLUSTER – PATHWAY 1)

Business Analytics & Intelligence

This module explores the use of business analytics and intelligence theory and tools and techniques in supporting business decision-making. Students will learn to store, structure, mine, model and transform business information into multi-dimensional metrics that support the manager in the interpretation and analysis of key business data. The management of organisational intelligence and ethical issues regarding its uses are explored. Current and emerging technologies used to support business analytics and intelligence are also examined.

Integrated Enterprise Applications

This module is an introduction to the application of enterprise business solutions within the context of varied businesses such as manufacturing, retail, services, marketing, logistics, finance, etc. The business process value-chain through a business's operations, integration, management and implementation are explored. Students will learn core business processes such as planning, manufacturing, sales, marketing, customer service, human resource, finance and accounting within large and small enterprises. Students will work with an Enterprise Resource Planning (ERP) software to gain hands-on experience.

Business Elective Cluster Modules

Students not on the Industrial Attachment Programme (or the alternate Technopreneurship Incubation Programme) will be advised to take an Elective Cluster Pathway comprising three Business modules, each worth four credit units. One of the elective modules can be Work Integrated Learning (WIL), for those who wish to acquire IT-related experiential and service learning through in-campus work and community outreach programmes. Students can also opt for WIL if they wish to secure industry-recognised IT certifications through independent study.

BUSINESS DEVELOPMENT CLUSTER

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.

Enterprise Creation & Development

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

Logistics Management

Logistics Management 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 flows. This module focuses on important concepts of logistics and supply chain management applicable to both local and international contexts. It emphasises the impact logistics management has on the success and profitability of organisations.

Human Resource Management

In this module, students will develop Human Resource (HR) management skills needed by supervisors and managers to ensure that their organisations attract and retain the optimum number and quality of employees to meet organisational goals. Topics include HR planning, recruitment, selection, compensation and benefits administration, performance appraisal, career development and training. Students are also introduced to industrial relations and globalisation trends that are impacting the management of HR.

MARKETING CLUSTER

Marketing Research

This module aims at giving students the knowledge of marketing research tools and techniques, and the skills necessary to plan, design and conduct marketing research projects appropriately and effectively. The module also aims to equip students with the use of a statistical software package.

Marketing Communications

This is an intensive hands-on module in which students are expected to apply marketing concepts to develop an integrated marketing communication plan for a real life product or service. The integrated marketing communication plan, supported by research, will incorporate the most suitable suite of marketing communication tools selected, development of the creative brief, the creative idea, the media plan, the projected budget as well as the proposed measurements of the campaign's success. Students are expected to execute the creative idea message across all the marketing communication tools selected and demonstrate how these are integrated in the chosen media (both new and traditional media) to ensure consistency in branding and message delivery to achieve optimal synergy.

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 are expected to develop a marketing plan integrating marketing communication with sales management plans for a real product or service. Students are to leverage on the market research (both primary and secondary) to support marketing strategies, which impact not only on sales but also brand positioning.

ACCOUNTING & FINANCE CLUSTER

Accounting Applications & Analysis

This module focuses on accounting for partnerships and companies as well as 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 an accounting software.

Financial Management

This module provides students with the basic knowledge of financial management. The module begins with a look at 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.

Financial Markets & Services

This module examines the role of the financial markets, its players and the instruments on the economy, and the status of Singapore as a financial centre. The module will also trace the relationships between the various markets and its participants with emphasis given to current events, trends and developments in the markets.

LEVEL 3.2 (IAP OR TIP – PATHWAY 2)

Industrial Attachment Programme (IAP)

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.

COURSE CURRICULUM

Module No.	Module Name	Credit Units	Module No.	Module Name	Credit Units
YEAR 1			Level 3.2 (20 hours per week)		
Level 1.1 (24 hours per week)			Elective Cluster – Pathway 1*		
1.	Business Statistics	4	35.	Business Analytics & Intelligence	4
2.	IT in Business	4	36.	Integrated Enterprise Applications	4
3.	Microeconomics	4	37.	Elective Cluster module 1	4
4.	Network & Server Systems	4	38.	Elective Cluster module 2	4
5.	Business Communication 1	4	39.	Elective Cluster module 3	4
6.	Creativity & Applied Thinking Skills [^]	2	Level 3.2		
7.	Sports & Wellness [^]	2	Pathway 2		
Level 1.2 (24 hours per week)			40.	Industrial Attachment Programme or Technopreneurship Incubation Programme	25
8.	Decision Support with Spreadsheets	4	Notes:		
9.	Macroeconomics	4	[^] For more details on Interdisciplinary Studies (IS) modules, please log on to www.np.edu.sg/is/		
10.	Principles of Accounting	4	* Students pursuing Pathway 1 will have to complete an Industrial Training Programme of about 7 weeks, which carries 5 credit units.		
11.	Programming Business Applications	4	IS Modules		
12.	Business Management	4	The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.		
13.	Individual & the Community [^]	2	ELECTIVE CLUSTERS		
14.	Life Management Skills [^]	2	Business Development Elective Cluster		
YEAR 2			Marketing Elective Cluster		
Level 2.1 (24 hours per week)			<ul style="list-style-type: none"> • International Business • Enterprise Creation & Development • Logistics Management or Human Resource Management 		
15.	Business Law	4	Accounting & Finance Elective Cluster		
16.	Business Communication 2	4	<ul style="list-style-type: none"> • Accounting Applications & Analysis • Financial Management • Financial Markets & Services 		
17.	Multimedia & Workgroup Applications	4			
18.	Principles of Marketing	4			
19.	Web Database Applications	4			
20.	Interdisciplinary Studies module [^]	2			
21.	Interdisciplinary Studies module [^]	2			
Level 2.2 (24 hours per week)					
22.	Business Systems Analysis & Design	4			
23.	Cost & Managerial Accounting	4			
24.	IT Law & Governance	4			
25.	Internet Programming Techniques	4			
26.	Service Operations Management	4			
27.	Innovation & Enterprise in Action [^]	4			
YEAR 3					
Level 3.1 (24 hours per week)					
28.	Wireless Business Applications	4			
29.	Integrated E-Business Systems	4			
30.	Managing Electronic Business	4			
31.	Management Information Systems	4			
32.	Business Communication 3	4			
33.	World Issues: A Singapore Perspective [^]	2			
33.	Interdisciplinary Studies (IS) module [^]	2			

DIPLOMA IN BUSINESS STUDIES (BS) (3-YEAR COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY



The **Diploma in Business Studies (BS)** gives students a head start in business management in the global economy. The curriculum offers varied specialisation areas - Entrepreneurship, Service Management, Human Resource Management, Marketing, International Business, Marketing Communication, and Psychology. Marketing Communication and Psychology are the newest options to be introduced.

The new Marketing Communication Option offers a more in-depth understanding of how advertising, public relations, sales promotion and other marketing communication tools as well as new and old media can be effectively integrated to market and brand products and services. Core marketing modules are also taught to equip students with essential marketing skills.

The understanding of human behaviour offered by the new Psychology Option is useful for students interested in careers in management and business. The knowledge applies to areas such as market research, human resource management, services, advertising, marketing and sales. The modules are designed to allow students to combine an understanding of psychological principles with business practices.

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

NP is also the first to offer the Service Management 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 industrial attachments and projects.

The Human Resource Management Option is offered in recognition of its importance to an organisation's success. This Option equips students with core Human Resource (HR) competencies while providing a strategic and international perspective on managing human resources for a global economy.

The Marketing 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, branding and marketing management.

The International Business Option equips students with the knowledge and skills needed to operate in the highly globalised Singapore economy and overseas. The Option 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.

Each Option offers final-year students the chance to participate in an Industrial Attachment Programme and an overseas educational tour.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examinations (or equivalent) results:

Subject	'O' Level Grade
English	1-6
Mathematics (Elementary/Additional)	1-6
Any three other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics, a Humanities subject (Grade 1-9) and two other subjects.

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 the 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 and public services, marketing, sales, customer service, marketing research and aspects of marketing communication, such as advertising and media.

Graduates can become entrepreneurs, innovators, project coordinators, and executives overseeing management, business development, management support, 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 to business-related degree programmes of overseas universities and some module exemptions from local universities.

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

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1	Level 1.2
<ul style="list-style-type: none"> Business Statistics IT in Business Microeconomics Business Communication 1 Organisational Behaviour for Service Excellence Creativity & Applied Thinking Skills[^] Sports & Wellness[^] 	<ul style="list-style-type: none"> Decision Support with Spreadsheets Business Management Macroeconomics Principles of Accounting Business Law Individual & the Community[^] Life Management Skills[^]

SECOND-YEAR MODULES

Level 2.1	Level 2.2
<ul style="list-style-type: none"> Accounting Applications & Analysis Business Communication 2 International Economics & Finance or Finance of International Trade Service Operations Management Principles of Marketing Any 2 Interdisciplinary Studies (IS) modules[^] 	<ul style="list-style-type: none"> Electronic Business Applications Cost & Managerial Accounting Enterprise Creation & Development Financial Management Human Resource Management Interdisciplinary Studies (IS) module Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1	Level 3.2 (Pathway 1)
<ul style="list-style-type: none"> Business Communication 3* International Business* Core Modules from 1 Option #+ World Issues: A Singapore Perspective[^] Any 1 Interdisciplinary Studies (IS) module[^] 	<ul style="list-style-type: none"> Other modules from the same Option † +
	OR
	Level 3.2 (Pathway 2)
	<ul style="list-style-type: none"> Core modules from another Option @ +
	OR
	Level 3.2 (Pathway 3)
	<ul style="list-style-type: none"> Industrial Attachment Programme

Notes:

* These are common modules that can be interchanged between semesters.

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

Students choose one of the 5 Options offered, namely, Entrepreneurship, Human Resource 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 and Psychology Option are only offered to students at Level 3.2.

+ Please refer to the table on the next page for modules in the options. Options are subject to change and availability.

† Students can choose to continue with the Option taken at Level 3.1. The Options can be either Entrepreneurship, Human Resource Management, Marketing or Marketing Communication. The Service Management Option is not offered to students intending to pursue Pathway 1.

@ The Options offered to students are International Business, Marketing and Psychology. Students choosing to take either the International Business or Psychology Option will be taking the Level 3.2 modules of these options. Students opting to choose the Marketing Option will be taking the Level 3.1 Marketing Option modules.

Students will be required to complete an Industrial Training Programme of about 7 weeks which carries 5 credit units.

Entrepreneurship Option

Level 3.1

- Business Opportunities & Franchising
- Business Planning
- Family Business Management
- Innovation & Product Development

Level 3.2

- Entrepreneurship in Practice
- Finance for Entrepreneurial Venture
- Elective 1

Human Resource Management Option

Level 3.1

- Compensation Management
- International Employment
- Industrial Relations
- Training & Development

Level 3.2

- Human Resource Management Systems
- Relationship Management in the Workplace
- Strategic Human Resource Management
- Human Resource in Action

Marketing Option

Level 3.1 (Core modules)

- Brand & Marketing Management
- Marketing Communication
- Marketing Research
- Sales Management

Level 3.2

- Business Planning & Control
- Buyer Behaviour
- Retail Management

Service Management Option

Level 3.1

- Customer Relationship Management
- Service Innovation & Strategy
- Service Quality Management
- Service Logistics Management

International Business Option

Level 3.2

- International Business Study Mission
- Cross Cultural Management
- International Finance
- International Employment
- Logistics Management

Psychology Option **NEW!**

Level 3.2

- Social Psychology
- Consumer Psychology
- Foundations of Business Psychology
- Psychology for Managing People

Marketing Communication Option **NEW!**

Level 3.1 (Core modules)

- Brand & Marketing Management
- Marketing Research
- Media in Society
- Graphic Communication

Level 3.2

- Buyer Behavior
- Advertising
- Public Relations
- Marketing Communication in Practice

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 analyse data and interpret the results using a widely used statistical software package.

IT in Business

This foundational module examines key business-related Information Technology (IT) concepts and vocabulary in areas such as IT networks, the Internet and Web applications, security, ethics and intellectual property rights. With IT adding value to businesses by improving processes and decision-making, essential e-competencies in IT will be developed to enable students to become IT-savvy business professionals.

Microeconomics

In this module, 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.

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 and to present their ideas clearly and coherently. In addition, students will be given opportunities to practise crafting business messages, such as e-mails and short reports, to develop different aspects of their oral and written communication.

Organisational Behaviour for Service Excellence

This module gives students a basic understanding of human behaviour at the workplace, with an emphasis on the service environment. It provides them with opportunities to develop their interpersonal skills and inculcates a positive service mindset. This helps the students function in their future careers as managers or executives, who are able to effectively motivate, promote cooperation and teamwork, manage stress and resolve conflicts among their subordinates as well as customers.

LEVEL 1.2

Decision Support with Spreadsheets

This module equips students with a working knowledge of spreadsheets within a business environment. Students 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.

Business Management

In this module, 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.

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 Singapore-related 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.

Business Law

This module equips students with a basic knowledge of the law and its application in a business environment. Topics include the Singapore Legal System, Law of Contract, Agency, Tort, Law of Business Organisations, Intellectual Property Law and Business Ethics.

LEVEL 2.1

Accounting Applications & Analysis

This module focuses on accounting for partnerships and companies as well as 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 an accounting software.

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills and to appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently, courteously, and clearly. It reinforces linguistic skills and strategies for writing effective business messages. Students practise speaking and presentation skills through effective delivery, boardroom presentations and impromptu speeches. Students are also taught business etiquette, including telephone manners, conversational skills and social graces through role-play and simulations.

International Economics & Finance

In this module, students will acquire the basic set of 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 also study the principles of international finance.

Finance of International Trade

This module surveys 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. They will be able to apply the principles of trade finance to international business transactions.

Service Operations Management

This module introduces students to the operational functions of service organisations and management techniques currently available for the designing, planning, organising and controlling of resources for the delivery of goods and services to meet customers' needs and organisational objectives. Concepts covered include service facility, managing facility goods, managing capacity and demand, managing waiting lines, short-term scheduling, vehicle routing, project management, inventory management, supply chain management and service quality.

Principles of Marketing

This module examines basic concepts and principles of the marketing of goods and services. It enables students to understand and evaluate the marketing system in which products and services are planned, priced, promoted and distributed. It also helps students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to learn and apply marketing concepts in a creative way through projects, presentations and case studies.

LEVEL 2.2

Electronic Business Applications

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

Cost & Managerial Accounting

This module equips students with a sound knowledge of management accounting principles and techniques, as well as the skills needed in providing an integrated approach to problem-solving and decision-making in areas such as production and marketing. Topics include cost concepts, cost behaviour, activity-based management, cost-volume-profit analysis, relevant costs and budgetary control.

Enterprise Creation & Development

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

Financial Management

This module is to provide students with the basic knowledge of financial management. The module begins with a look at 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.

Human Resource Management

In this module, students will develop HR management skills needed by supervisors and managers to ensure that their organisations attract and retain the optimum number and quality of employees to meet organisational goals. Topics include HR planning, recruitment, selection, compensation and benefits administration, performance appraisal, career development and training. Students are also introduced to industrial relations and globalisation trends that are impacting the management of HR.

LEVEL 3.1

Business Communication 3

This is a practical module that aims to help students to be persuasive in the business world. Students will learn to interact effectively in business meetings and in sales situations by exercising their persuasive selling skills, business etiquette, conversational skills and social graces through role-play and simulations. At the same time, job-hunting 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.

ENTREPRENEURSHIP OPTION

LEVEL 3.1

Business Opportunities & Franchising

This module equips students with basic skills and knowledge needed for identifying opportunities (products, business model or niche market) and creating an effective feasibility plan through which new business ideas are evaluated and analysed. Students learn about the characteristics of the franchisor and franchisee, and how to evaluate franchising opportunities. Other topics include the legal aspects of franchising, development of appropriate 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, which will be able to attract the interest of potential shareholders and investors. Students 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 learn to envision, develop, launch and manage new products, services and intellectual properties. The module guides them along 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 provides opportunities for students to integrate and apply entrepreneurship concepts to a business development or entrepreneurial project. The context of the project can be a commercial or public organisation, an industry or the community. The project, done in consultation with a mentor, will involve information gathering, opportunity evaluation, analysis, creative problem-solving, teamwork and communication skills. Examples of projects include feasibility studies and business planning involving an innovative product, a family business, a business venture or a social enterprise. 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 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. Topics covered also include the structures and legal issues in arranging financing, investor requirements and expectations, funds distribution, due diligence and negotiation.

HUMAN RESOURCE MANAGEMENT OPTION

LEVEL 3.1

Compensation Management

This module discusses compensation management as a competitive tool to support an organisation's strategic goals in a rapidly changing business environment. Students study the various types of rewards that employers use to attract, retain and motivate employees. Topics include how to put in place an effective salary administration process through understanding internal and external competitiveness, establishing pay plans, measuring and paying for performance, structuring benefits and services as well as the legal requirements of compensation.

International Employment

This module discusses the implications of globalisation and its impact on HR management policies and practices. It covers HR management policies that reflect an international view in response to the rapid changes taking place in the global business environment. 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 learn about employee participation, the collective bargaining process, and how to handle grievances and maintain discipline in the organisation. Relevant labour legislation in Singapore; for example, the Industrial Relations Act and the Employment Act, will be covered.

Training & Development

In this module, students learn about the shifting role of training in organisations towards learning and strategic training, beyond the fundamentals of training and development, topics such as needs assessment, transfer of training, training methods and evaluation will be covered. 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 also gain an understanding of the local environment, particularly the various training schemes and initiatives that are in place. They will also be given an opportunity to design, conduct and evaluate a training programme as part of their skills development.

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 are 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 use of a HR software package.

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. The module also helps students to understand the new role of HR professionals in managing a more complex organisation, as well as cover topics on talent management and managing change.

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 any aspects of HRM, including recruitment and selection, human resource planning, performance appraisal, compensation, training and employee relations.

MARKETING 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 are expected to develop a marketing plan integrating marketing communications with sales management plans for a real product or service. Students must leverage market research (both primary and secondary) to support marketing strategies, which impact not only on sales but also brand positioning.

Marketing Communication

This module equips students with an overview and understanding of integrated marketing communication and how it fits into the overall corporate and marketing plans of any given organisation. Students learn through the writing of creative briefs, appropriate usage of media vehicles, and idea generation and execution for their chosen product or service. Upon completion of the module, students should be able to develop, execute and manage a simple marketing communication campaign. Students also learn and appreciate the processes, concepts and necessary ingredients for effective marketing communication in an organisation.

Marketing Research

This module gives students the knowledge of marketing research tools and techniques, and the skills necessary to plan, design and conduct marketing research projects appropriately and effectively. The module also equips them with the use of a statistical software package.

Sales Management

In this module, students learn about managing sales people, sales management concepts and sales management tools. They are expected to use the concepts and tools to draw up a sales plan that can be implemented in a real-life situation.

LEVEL 3.2

Business Planning & Control

In this module, students are given the responsibility to develop an integrated master work plan and to implement it in marketing a real line of products or services. This is done together with the support of industry Business Partners under the REAL programme in which the students are grouped into different business units. The objective is to help students to manage and control marketing plans in a real environment. Students will be assessed based on their overall attitude, teamwork, leadership qualities, endurance, perseverance, resourcefulness as well as on performance indicators such as sales turnover, profit and staff morale.

Buyer Behaviour

The module provides students with a basic understanding of buyer behaviour concepts. It explores the different types of buying decision processes and the various influencing factors that affect buyer decisions. Topics covered include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The applications 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.

SERVICE MANAGEMENT OPTION

LEVEL 3.1

Customer Relationship Management

The module introduces students to Customer Relationship Management (CRM) and how it can affect the business's bottom-line. Students will understand how technology has helped organisations in CRM. This includes the front office operations as well as back-end customer information management. The module instils in students a positive service mindset, develop the right service attributes as well as equip them with the required customer service skills.

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 learn how technology and innovation are harnessed alongside operations, marketing and human resource to create a synergised service management system.

Service Quality Management

In this module, students learn about the importance of service quality and how it affects the business's 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 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. It emphasises the impact logistics management has on the success and profitability of service organisations.

INTERNATIONAL BUSINESS OPTION

LEVEL 3.2

International Business Study Mission

This is an innovative, comprehensive and experiential learning module that motivates students to learn by being exposed to and interacting with the real-world environment. Students prepare for an overseas study mission to a selected country where they interact with managers of host organisations and acquire first-hand knowledge and appreciation of the business environment as well as the culture of the country. This module provides students the opportunity to develop a global business mindset, work effectively as a group, take on responsibilities, develop analytical skills, understand business practices, be resourceful, and to learn to be sensitive to other cultures.

Cross Cultural Management

This module provides students with insights into the complexities of managing organisations across borders and cultures. The module explores cross-national ethics and social responsibilities, the impact of culture on management functions and the management of cultural diversity in the workplace. Students will also learn to use techniques for cross-cultural communication and negotiation.

International Finance

This module provides students with an understanding of the international aspects of corporate financial management. Students are taught concepts and issues faced by financial managers involved in international business such as management of foreign exchange exposure, foreign direct investment, international capital budgeting, foreign financing and international taxation. Other topics covered include international trade financing, transfer pricing and trends in international financial markets and services.

International Employment

This module discusses the implications of globalisation and its impact on HR management policies and practices. It covers HR management policies that reflect an international view in response to the rapid changes taking place in the global business environment. 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.

Logistics Management

Logistics Management 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 flows. This module focuses on important concepts of logistics and supply chain management applicable to both local and international contexts. It emphasises the impact that logistics management has on the success and profitability of organisations.

PSYCHOLOGY OPTION NEW!

LEVEL 3.2

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.

Consumer Psychology

This module examines the psychology of consumption and consumer behaviour, and offers models to understand and predict them. The models incorporate consumer decision-making and 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. Students will participate in exercises involving information gathering, observation and data analysis on consumer characteristics and behaviours.

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. A better understanding of these behaviours allows for intervention that modifies behaviour, making it more in line with organisational and personal objectives. Students will participate in activities that allow them to reflect, analyse, evaluate and enquire about behaviour in and out of the workplace.

Psychology for Managing People

This module covers the psychology of employees, and their working environments. It introduces health psychology, counselling psychology and organisational psychology that impact on the well-being and performance of the 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, among others. Students will be involved in exercises that explore issues in people management and organisational behaviours at the workplace.

MARKETING COMMUNICATION OPTION NEW!

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 are expected to develop a marketing plan integrating marketing communication with sales management plans for a real product or service. Students are to leverage market research (both primary and secondary) to support marketing strategies, which impact not only on sales but also brand positioning.

Marketing Research

This module aims at giving students the knowledge of marketing research tools and techniques, and the skills necessary to plan, design and conduct marketing research projects appropriately and effectively. The module also aims to equip students with the use 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 – broadcast, print and computer-mediated – 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. This will be achieved via media critique exercises in which students explore their roles as media consumers and discover the debate surrounding media functions and roles, ownership, representation, influence, responsibility, control and ethics.

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 usage of some necessary graphic software. Fundamental elements in the design process are introduced, including typography, imagery, colour and layout.

LEVEL 3.2

Buyer Behaviour

The module provides students with a basic understanding of buyer behaviour concepts. It explores the different types of buying decision processes and the various influencing factors that affect buyer decisions. Topics covered will include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The applications of buyer behaviour concepts in the development of effective marketing strategies will be highlighted.

Advertising

This module is designed to expose students to the basic principles and concepts of advertising, with special emphasis on their applications in the creative and media processes. Topics including the review of advertising agency structure, consumer insights, advertising strategies, branding principles, new media, planning and the evaluation of advertising campaigns are also covered. Students are then required to demonstrate their comprehension by developing an advertising campaign plan for a retail consumer product using both traditional and new media platforms. Through this project, students learn the advertising planning processing and the need to convey selected product features in a concise and creative way.

Public Relations

Students are 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 in the various specialist areas that public relations practitioners operate. They are also introduced to various strategies to manage and optimise relations with the mass media and taught to apply the principles of persuasive writing for various audiences.

Marketing Communication in Practice

This is an intensive hands-on module where students are expected to apply marketing concepts to develop an integrated marketing communication plan for a real-life product or service. The integrated marketing communication plan, supported by research, will incorporate the most suitable suite of marketing communication tools, development of the creative brief, the creative idea, the media plan, the projected budget as well as the proposed measurements of the campaign's success. Students are expected to execute the creative idea and message across all the marketing communication tools selected and demonstrate how they are integrated in the chosen media (both new and traditional) to ensure consistency in branding and message delivery to achieve optimal synergy.

LEVEL 3.2 (Pathway 3)

Industrial Attachment Programme

Under this programme, students 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, which are selected for their capacity to allow students to learn different aspects of work in the particular industry. Professional practitioners act as mentors to the students.

COURSE CURRICULUM

Module No.	Module Name	Credit Units
YEAR 1		
Level 1.1 (24 hours per week)		
1.	Business Statistics	4
2.	IT in business	4
3.	Microeconomics	4
4.	Business Communication 1	4
5.	Organisational Behaviour for Service Excellence	4
6.	Creativity & Applied Thinking Skills [^]	2
7.	Sports & Wellness [^]	2
Level 1.2 (24 hours per week)		
8.	Decision Support with Spreadsheets	4
9.	Business Management	4
10.	Macroeconomics	4
11.	Principles of Accounting	4
12.	Business Law	4
13.	Individual & the Community [^]	2
14.	Life Management Skills [^]	2
YEAR 2		
Level 2.1 (24 hours per week)		
15.	Accounting Applications & Analysis	4
16.	Business Communication 2	4
17.	International Economics & Finance or Finance of International Trade	4
18.	Service Operations Management	4
19.	Principles of Marketing	4
20.	Interdisciplinary Studies (IS) module [^]	2
21.	Interdisciplinary Studies (IS) module [^]	2
Level 2.2 (24 hours per week)		
22.	Electronic Business Applications	4
23.	Cost & Managerial Accounting	4
24.	Enterprise Creation & Development	4
25.	Financial Management	4
26.	Human Resource Management	4
27.	Innovation & Enterprise in Action [^]	4
YEAR 3		
Level 3.1 (24 hours per week)		
28.	Business Communication 3	4
29.	4 modules from one Option # +	16
30.	World Issues: A Singapore Perspective [^]	2
31.	Interdisciplinary Studies (IS) module [^]	2

Module No.	Module Name	Credit Units
YEAR 3		
Level 3.2 Pathway 1		
32.	International Business	4
	4 remaining modules from the same Option † +	16
	OR	
Level 3.2 Pathway 2		
33.	International Business 4	
	4 Core modules from another Option@ +	16
	OR	
Level 3.2 Pathway 3		
34.	Industrial Attachment Programme	25

Notes:

Students choose one of the 5 Options offered in the semester; namely: Entrepreneurship, Human Resource 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 and Psychology Option are only offered to students at Level 3.2

+ Please refer to the table on page 56 for the modules in the option. Options are subject to change and availability.

† Students can choose to continue with the Option taken at Level 3.1. The Options can be Entrepreneurship, Human Resource Management, Marketing or Marketing Communication. The Service Management Option is not offered to students intending to pursue Pathway 1.

@ The Options offered to students are International Business, Marketing and Psychology. Students choosing to take either the International Business or Psychology Option will be taking the Level 3.2 modules of these Options. Students opting to choose the Marketing Option will be taking the Level 3.1 Marketing Option.

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

Students will be required to complete an Industrial Training Programme of about 7 weeks, which carries 5 credit units.

IS Modules

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

DIPLOMA IN TOURISM & RESORT MANAGEMENT (TRM) (3-YEAR COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY



The **Diploma in Tourism & Resort Management (TRM)** prepares students for careers in key sectors of the tourism industry such as Meetings, Incentives, Conventions and Exhibitions (MICE), hospitality and resort, travel, attractions, food and beverage, and tourism-related retail.

TRM equips students with 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 of marketing and management of hospitality and resort properties, food and beverage outlets, as well as retail establishments. Besides gaining an insight into these areas, students also have the opportunity to learn about the travel industry and the management of a tourist destination.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examinations (or equivalent) results:

Subject	'O' Level Grade
English	1-6
Mathematics (Elementary/Additional)	1-6
Any three other subjects	1-6

The aggregate computation for selection is based on grades obtained for English, Mathematics, a Humanities subject (Grade 1-9) and two other subjects.

CAREER PROSPECTS

With the development of mega-projects such as the Integrated Resorts and the enhancing of the Marina Bay area, the tourism and resort industry is growing fast. The industry offers TRM graduates many career opportunities in MICE, hospitality, travel, food and beverage, and other tourism-related sectors. TRM graduates can enjoy a wide variety of business management positions in sales and marketing, operations, facility planning and development, promotion 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.

COURSE STRUCTURE

FIRST-YEAR MODULES

Level 1.1	Level 1.2
<ul style="list-style-type: none"> Business Statistics Business Communication 1 Microeconomics Fundamentals of MICE Management Introduction to Tourism & Resort Management Creativity & Applied Thinking Skills[^] Sports & Wellness[^] 	<ul style="list-style-type: none"> Business Management IT in Business Macroeconomics Food & Beverage Management Hospitality Operations Management Individual & the Community[^] Life Management Skills[^]

SECOND-YEAR MODULES

Level 2.1	Level 2.2
<ul style="list-style-type: none"> Accounting for Tourism & Resort Management Business Communication 2 Principles of Marketing Conventions & Events Management Leisure & Attractions Management Any 2 Interdisciplinary Studies (IS) modules[^] 	<ul style="list-style-type: none"> Enterprise Creation & Development Tourism Law Hospitality Business Management Spa & Lifestyle Management Travel & Destination Management Innovation & Enterprise in Action[^]

FINAL-YEAR MODULES

Level 3.1

- Industry Project in Tourism OR Elective
- Business Communication 3
- Retail Management for Tourism & Resorts
- Service Quality for Tourism & Resorts
- Strategic Travel Management & Operations
- Tourism & Resort Marketing
- World Issues: A Singapore Perspective[^]
- Any 1 Interdisciplinary Studies (IS) module[^]

Level 3.2 (Pathway 1)

- Industrial Attachment Programme

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

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 analyse data and interpret the results using a widely used statistical software package.

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 and to present their ideas clearly and coherently. In addition, students will be given opportunities to practise crafting business messages, such as e-mails and short reports, to develop different aspects of their oral and written communication.

Microeconomics

In this module, 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.

Fundamentals of MICE Management

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

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 (air travel, rail travel, car rental and cruise), 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.

LEVEL 1.2

Business Management

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

IT in Business

This foundational module examines key business-related Information Technology (IT) concepts and vocabulary in areas such as IT networks, the Internet and Web applications, security, ethics and intellectual property rights. With IT adding value to businesses by improving processes and decision-making, essential e-competencies in IT will be developed to enable students to become IT-savvy business professionals.

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 Singapore-related issues.

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, with a view to providing guests with a delightful dining experience, as well as details of food and beverage planning, serving, production and control. Issues relating to the profitability of F&B management will also be emphasised, together with important issues in the human resource aspects of an F&B outlet.

Hospitality Operations Management

This module exposes students to the real world perspective of today's hospitality industry. Students will be equipped with fundamental skills and knowledge of the operations in hotels and resorts. Topics include front office operations and management, housekeeping, security and loss prevention management. Students are also trained to use Opera Front Office System by Micros-Fidelio, the world's leading property management system in the hospitality industry. Besides operational skills and knowledge, students will have the opportunity to examine the operations of hotels and resorts locally as well overseas.

LEVEL 2.1

Accounting for Tourism & Resort Management

This module is an accounting module tailored to the hospitality industry. The module aims to extend participants' knowledge of basic financial accounting to enable them to interpret and use accounting information for decision-making. Students learn analytical skills essential in evaluating performance of entities in the hospitality industry. Revenue management and pricing and budgeting aspects of managerial accounting will also be covered. Relevant illustrations from the hospitality sector will be used.

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills and to appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently, courteously and clearly. It reinforces linguistic skills and strategies for writing effective business messages. Students practise speaking and presentation skills through effective delivery, boardroom presentations and impromptu speeches. Students are also taught business etiquette, including telephone manners, conversational skills and social graces through role-play and simulations.

Principles of Marketing

This module examines the basic concepts and principles of the marketing of goods and services to enable students to understand and evaluate the marketing system in which products and services are planned, priced, promoted and distributed. It also helps students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to learn and apply marketing concepts in a creative way through projects, presentations and case studies.

Conventions & Events Management

This module builds on the foundational knowledge students gained in Fundamentals of MICE Management. They learn the necessary skills to plan and organise MICE successfully. Students will learn the important mechanics of MICE management and apply these concepts to current business situations. Topics include programme planning, marketing of MICE events, exhibitions and trade show management, corporate event management, venue selection, management of supporting services, budgeting and sponsorship management, logistics management, organising a press conference, evaluation and post-event reporting.

Leisure & Attractions Management

This module explores the diversity of leisure and recreational activities, and attractions. It equips students with the essential skills and know-how for the successful management of both leisure and attraction enterprises. Topics include recreation and leisure perspectives, leisure and lifestyle activities, leisure providers, and the development, management and marketing of visitor attractions.

LEVEL 2.2

Enterprise Creation & Development

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

Tourism Law

This module equips students with an understanding of the basic knowledge of the law relevant to the tourism, travel and hospitality industry in Singapore and its application in the business environment. 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 liability and laws relating to travel agents and other industry operators; and laws and regulations relating to the sale of food and liquor, gaming, entertainment, licensing, insurance and security.

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. Channels of distribution, performance indicators and other management issues will also be covered. The impact of meetings and events on hospitality business and the business cycle will also be highlighted. Students will have the opportunity to examine the operations of hotels and resorts locally as well as overseas.

Spa & Lifestyle Management

This module introduces students to the spa industry and up-to-date lifestyle trends. Students acquire an understanding of different types of spa and treatments as well as spa management. Students will also learn to appreciate and be knowledgeable in businesses that cater to leisure lifestyle (arts, sports, beauty and wellness, interior design, fine food & wine, entertainment, jewellery). They will have an overview of how these lifestyle trends are complimentary to the tourism and resort developments in Singapore.

Travel & Destination Management

This module provides students with a sound knowledge of popular travel destinations around the world, which is of key importance in the travel & tourism industry. Students are introduced to the different modes of travel and given an insight into travel geography. The fundamentals of the travel industry from basic airline terminology and codes, itinerary planning & costing to travel management issues will be the main focus of the module. Basic hands-on sessions on a computerised reservation system will also provide the fundamental knowledge of flight scheduling, flight reservation and ticketing procedures.

LEVEL 3.1

Industry Project in Tourism

This module provides students with a training ground to acquire practical research and application skills relevant to the tourism industry. Students will work individually and as part of a team to carry out projects, participate in discussion forums and interact with industry practitioners as part of their assignments. Students have the flexibility to propose an assignment that integrates two to three areas related to tourism, including MICE, Food & Beverage (F&B), gaming, theme parks, resorts and other aspects of the hospitality industry ranging from hotels and visitor attractions to service quality and professional training.

Business Communication 3

This is a practical module that aims to help students to be persuasive in the business world. Students will learn to interact effectively in business meetings and in sales situations by exercising their persuasive selling skills, business etiquette, conversational skills and social graces through role-play and simulations. At the same time, job-hunting skills will be introduced to prepare students for a positive start to their careers.

Retail Management for Tourism & Resorts

This module covers the principles and practices of retail management in the context of tourism and resort management. Topics include store facilities management, store location, merchandise management, merchandise logistics, and issues of retail creativity and productivity. Learning is enhanced by interesting case studies and projects.

DIPLOMA IN TOURISM & RESORT MANAGEMENT (TRM) (3-YEAR COURSE)
SCHOOL OF BUSINESS & ACCOUNTANCY

Service Quality for Tourism & Resorts

The module focuses on the hospitality service strategy, hospitality service staff and hospitality service systems. Students will learn the importance of service quality in the design and production of a “hospitality” experience and how service quality affects the bottom-line. They will also be able to identify the ingredients of service quality and apply the hospitality principles in the tourism and resort industry.

Strategic Travel Management & Operations

The module aims to further enhance the students’ knowledge of the travel and tourism industry. Students will examine strategic and operational issues in the air travel industry environment, such as airport and hub management, open sky policy, global alliances and the airport-airline relationship. The module also discusses how travel professionals are using the Internet as an important resource for communication and marketing.

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.

LEVEL 3.2

Industrial Attachment Programme

Students will acquire the work experience needed for their chosen areas of interest through an Industrial Attachment Programme of about six months. Professional practitioners will act as their mentors. The organisations involved are selected for their capacity to allow students to learn different aspects of work in the industry concerned.

COURSE CURRICULUM

Module No.	Module Name	Credit Units
YEAR 1		
Level 1.1 (24 hours per week)		
1.	Business Statistics	4
2.	Business Communication 1	4
3.	Microeconomics	4
4.	Fundamentals of MICE Management	4
5.	Introduction to Tourism & Resort Management	4
6.	Creativity & Applied Thinking Skills	2
7.	Sports & Wellness [^]	2

Module No.	Module Name	Credit Units
Level 1.2 (24 hours per week)		
8.	Business Management	4
9.	IT in Business	4
10.	Macroeconomics	4
11.	Food & Beverage Management	4
12.	Hospitality Operations Management	4
13.	Individual & the Community [^]	2
14.	Life Management Skills [^]	2
YEAR 2		
Level 2.1 (24 hours per week)		
15.	Accounting for Tourism & Resort Management	4
16.	Business Communication 2	4
17.	Principles of Marketing	4
18.	Conventions & Events Management	4
19.	Leisure & Attractions Management	4
20.	Interdisciplinary Studies (IS) module [^]	2
21.	Interdisciplinary Studies (IS) module [^]	2
Level 2.2 (24 hours per week)		
22.	Enterprise Creation & Development	4
23.	Tourism Law	4
24.	Hospitality Business Management	4
25.	Spa & Lifestyle Management	4
26.	Travel & Destination Management	4
27.	Innovation & Enterprise in Action [^]	4
YEAR 3		
Level 3.1 (26 hours per week)		
28.	Industry Project OR Elective*	4
29.	Business Communication 3	4
30.	Retail Management for Tourism & Resorts	4
31.	Service Quality for Tourism & Resorts	2
32.	Strategic Travel Management & Operations	4
33.	Tourism & Resort Marketing	4
34.	World Issues: A Singapore Perspective [^]	2
35.	Interdisciplinary Studies (IS) module [^]	2
Level 3.2		
36.	Industrial Attachment Programme of about six months	25

Notes:

* Electives are chosen from a selection of modules from other Diplomas and Options within the School of Business & Accountancy.

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

IS Modules

The School of Interdisciplinary Studies (IS) delivers the interdisciplinary curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge-based economy. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

SPECIALIST DIPLOMA IN FRANCHISE AND ENTERPRISE MANAGEMENT (SD-FEM) (1-YEAR PART-TIME COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY

The **Specialist Diploma in Franchise and Enterprise Management (SD-FEM)** is a 1 year part-time course jointly offered and awarded by Ngee Ann Polytechnic and the Franchising & Licensing Association of Singapore. In line with current emphasis to develop the entrepreneurial spirit and Singapore brands, SD-FEM aims to meet the educational and training needs of current and potential franchisors and franchisees.

The course is unique in focusing on both the cognitive and practical requirements of operating a franchise business, locally and overseas. It will expedite the process of acquiring the essential knowledge, attitudes and skills in developing and managing a franchise business. SD-FEM will address the most current and important issues facing a franchisor and franchisee through the Special Topics Module.

The course targets at both potential and current franchisors and franchisees and anyone interested in the potential business opportunities offered via a franchising enterprise.

COURSE STRUCTURE

- Fundamentals of Franchise Management
- Financial Management
- Franchise Relationship Management & Licensing
- Marketing & Branding Strategy
- Internationalisation of a Franchise
- Enterprise Management (simulation game)
- Legal Aspects of Franchising and Licensing
- Special Topics and Startup Business Planning
- Operations Management
- Integrated Studies (project based)

This diploma is administered by the Centre for Professional Development (CPD). For more information about this course, please log on to www.np.edu.sg/cpd/ or contact the CPD at 64606353.

ADVANCED DIPLOMA IN INTERNATIONAL BUSINESS (AD-IB) (15- MONTH PART-TIME COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY

The **Advanced Diploma in International Business (AD-IB)** aims to develop a pool of executives for companies, especially those embarking on international business, in line with the government's emphasis on globalisation.

COURSE STRUCTURE

Course participants are required to complete 18 modules, including two project modules. Classes will be conducted during weekday evenings and some weekends.

The course modules are:

- International Business Environment
- Cross-Cultural Business Behaviour
- International Market Research
- Marketing Management
- Management Principles & Practices
- Cost Concepts
- E-Business Management
- E-Marketing
- Global Marketing
- Management of International Business
- International Marketing Communications
- International Operation & Human Resource Management
- Strategic Marketing Management
- International Finance
- Financial and Managerial Accounting
- Project (Modules 1 and 2)

This diploma is administered by the Centre for Professional Development (CPD). For more information about this course, please log on to www.np.edu.sg/cpd/ or contact the CPD at 64606353.