



SCHOOL OF BUSINESS & ACCOUNTANCY

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

Entrepreneurs-Connect@NP (EC@NP), a unit driven by BA, offers product and market study, business planning and development guidance, and funding through the Polytechnic's EnterpriZe! scheme. In addition, SPRING Singapore's Young Entrepreneurs Scheme for Startups, or YES! Startups, provides students the avenues to realise their business dreams.

To meet market demand and Singapore's great potential in the field, BA has yet again created an industry-first by introducing the new Diploma in International Business (IBZ). IBZ will arm students with

a strong foundation in business, first hand international experiences, perspectives and skills to manage businesses in a complex multi-cultural landscape. IBZ is strongly endorsed by the Singapore Business Federation.

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, Psychology and Service Management
- **Diploma in International Business (IBZ) NEW**
- **Diploma in Tourism & Resort Management (TRM)**

MAJOR ACHIEVEMENTS

Harnessing the Spirit of Entrepreneurship

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

EC@NP develops students' entrepreneurial skills through activities such as networking sessions with notable business personalities, and Citi-Ideas in Action, the annual nation-wide business ideas and inventions showcase organised by Citigroup and the Learning Society. BA also offers a module on Enterprise Creation & Development, where students can acquire skills in starting a business. Students can opt to work full-time on their start-ups in the last six months of their course.

Real Exposure

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

Under its Thumbs UP! (Training human resources for better skills – a Unique Programme), BS (HRM) students learn to manage a simulated organisation providing real life training and needs analysis, as well as plan and conduct training activities with secondary schools and businesses.

STUDENT ACHIEVEMENTS

- BS graduate Marvin Kang Ping Song was awarded the prestigious Public Service Commission (PSC) Singapore Government Scholarship (Open), and BS graduate Joanne Tan won a Nanyang Scholarship at NTU. Both Marvin and Joanne also received the LKY-Step Award. BS graduate Charmaine Leow won the Lee Kong Chian Scholarship at SMU and BFS graduate Michelle Hoang Khanh Chau was awarded the SMU Scholarship.
- A team of BS (Human Resource Management) students, Cheryl Ho, Samantha Leo, Erika Neo, Teo Beng Choo and Jasmine Yong, emerged champion in the ITE/JC/Poly Category of the Singapore HR Challenge 2008 held at the Singapore Management University, beating 56 other teams to clinch the top spot. Erika was also voted by the judges as one of the two best presenters.
- A team of four BIT students emerged champion in the HP (Hewlett Packard) Total Care Challenge 2008 (Youth Category) beating strong teams from tertiary institutions including universities. Jacqueline Zheng, Ngoh Him Lim, Tan Hui Mian and Huang Zhi impressed the judges with their plan to raise a budget hotel's profile and increase profits by 50 per cent.
- Two enterprising BA students, Sebastian Teow and Paul Chen, successfully started Dippit Donut with support from EC@NP. Sales grew rapidly and Dippit Donut, now Dippit Avenue, has expanded its donut business to include hot dogs and nachos to its product range.
- BS (Entrepreneurship) graduates Casper Peh, Vincent Wang and Alvin Yap came out tops in Start-Up@Singapore 2008 in the Youth Category. Start-Up@Singapore 2008 is a world class business plan competition organised by the NUS Entrepreneurship Centre, NUS Business School Alumni Association and NUS Entrepreneurship Society.

COLLABORATIONS

BA has forged close ties with industry partners and government bodies to provide its students with excellent opportunities for internships, exchange programmes and study trips. For example, ACC final-year students go on six-month internships with the "Big Four" international accounting firms, government-related agencies and other commercial organisations. Similar internships are available to BFS, BIT, BS, IBZ and TRM students.

The School has also built a strong relationship with several overseas organisations and tertiary institutions for internships and immersions for BA students overseas. Over 100 BA students were in China and Vietnam for their six-month internships. Many more went on immersions and visits overseas. IBZ students will have an opportunity to go overseas for visits, immersions or internships, in every year of their study.

Overseas exchange programmes are conducted with Zhejiang University City College (ZUCC) to allow our students to attend classes there.

BA is the only Singapore educational institution to collaborate with the Singapore Exchange Limited (SGX) on a pioneering project to develop a new financial reporting platform using eXtensible Business Reporting Language (XBRL).

BIT also collaborates with the online auctions service provider eBay on the Technopreneurship Incubation Programme (TIP), which allows students to develop and implement creative business-IT solutions under the mentorship of BIT lecturers and eBay staff.



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. Students can choose to go on a six-month internship with international accounting firms, major organisations and government-related agencies to gain relevant working experience. Alternatively, students can pursue modules related to finance or business.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examination (or equivalent) results and fulfill the aggregate computation requirements:

Subject	'O' Level Grade
English Language	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 rise 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 CURRICULUM

Module Name	Credit Units
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YEAR 1

Level 1.1 (24 hours per week)

Business Statistics	4
IT in Business	4
Introduction to Financial Accounting	4
Microeconomics	4
Business Communication 1	4
Creativity & Applied Thinking Skills [^]	2
Sports & Wellness [^]	2

Level 1.2 (24 hours per week)

Decision Support with Spreadsheets	4
Business Management	4
Fundamentals of Financial Accounting	4
Macroeconomics	4
Business Law	4
Life Management Skills [^]	4

YEAR 2

Level 2.1 (24 hours per week)

Business Communication 2	4
Cost Accounting	4
Finance of International Trade	4
Intermediate Financial Accounting	4
Taxation 1	4
Interdisciplinary Studies (IS) module [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 2.2 (24 hours per week)

Auditing 1	4
Enterprise Accounting Applications	4
Financial Management	4
Company Law & Secretarial Practice	4
Regulatory Framework of Accounting	4
Innovation & Enterprise in Action [^]	4

YEAR 3

Level 3.1 (24 hours per week)

Advanced Financial Accounting	4
Auditing 2	4
Managerial Accounting	4
Taxation 2	4
Business Communication 3	4
World Issues: A Singapore Perspective [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 3.2

<i>Pathway 1</i>	
Internship*	25
<i>Pathway 2*</i>	
<i>Finance Option</i>	
Financial Planning	4
Financial Markets & Services	4
Treasury	4
International Economics & Finance	4
Investments	4

Module Name	Credit Units
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*Pathway 2**

<i>Business Option</i>	
Enterprise Creation & Development	4
Financial Planning	4
Financial Markets & Services	4
Human Resource Management	4
Principles of Marketing	4

*Pathway 2**

<i>International Business Option</i>	
International Business/ International Business Study Mission	4
Cross Cultural Management	4
International Finance	4
Logistics Management	4
Elective	4

Notes:

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

* Students pursuing any of the Pathway 2 Options will have to complete an Internship 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.

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. Students will develop essential e-competencies 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. Reference will be made to current case studies of global, regional and local 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 appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently. Students practise speaking and presentation skills through boardroom presentations and impromptu speeches, and are also taught business etiquette.

Cost Accounting

This module introduces cost terminology, basic concepts and costing procedures to account for materials, labour and overheads, costing methods for jobs, processes, joint and by-products, and also variable and absorption cost techniques.

Finance of International Trade

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

Intermediate Financial Accounting

A follow on from 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 (GST) and payroll accounting.

Taxation 1

This module provides students with an understanding of the Singapore income tax system. It introduces basic tax concepts and tax principles. Topics covered include income from employment and other sources, personal reliefs and rebates, deductions, capital allowances, goods and services tax (GST) and tax administration. Students will develop the important skills needed for preparing income tax computations for resident individuals, sole proprietors and partnerships.

LEVEL 2.2

Auditing 1

Students will be introduced to the basic concepts, principles and process of financial auditing, and will acquire the basic knowledge and functional skills required of an audit assistant in a public accounting firm. Audit techniques such as communication skills and documentation procedures necessary for conducting an effective audit are also covered.

Enterprise Accounting Applications

This module exposes students to the computerised accounting information system. Students are trained in the setting up, operation and maintenance of a set of accounts using commercial accounting software packages. 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 an introduction into the financial environment and the role of finance in business. It considers the financial objectives of firms, cash planning and cash budgeting, working capital management, 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 covers topics such as incorporation procedure and effects, maintenance of statutory records, conduct of meetings, duties and liabilities of directors, rights of members, corporate rescue schemes and liquidation. Students will receive hands-on practice in the filing of statutory returns through Bizfile using appropriate commercial software packages, and 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 professional and statutory bodies.

LEVEL 3.1

Advanced Financial Accounting

In this final Financial Accounting module, students learn about the financial reporting standards and requirements for the preparation of cash flow statements, accounting for foreign currency transactions, translation of foreign companies' financial statements to the reporting currency, preparation of consolidated financial statements, and the analysis of financial statements of listed companies.

Auditing 2

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

Building on the module Taxation 1, this module covers the Singapore corporate tax system, further/special deductions, carry-back relief, loss transfer system of group relief, taxation of foreign income, withholding tax and tax incentives. Students will learn to prepare income tax computations for non-resident individuals and companies. Students will also apply tax concepts and principles in advising businesses on the impact of taxes on cross border and other business transactions.

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 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

Internship

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.

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 within the financial sector. The module will equip students with technical and conceptual financial planning knowledge to prepare them for a career in the financial services industry.

Financial Markets & Services

This module examines the role of the financial markets, its players and instruments, on the economy, and the status of Singapore as a financial centre. The module will also trace the relationship between the various markets and their participants with emphasis on 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 the 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 a basic understanding of the tools used to analyse contemporary international economic issues. The module covers current trade barriers and the role played by international institutions in promoting global trade. Students will also 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. While 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.

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 entrepreneurship, types of business ownership, sources of business financing, 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 within the financial sector. 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 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

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

Principles of Marketing

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



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 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 acquire first-hand knowledge and an appreciation of the business environment and culture of the country. Students will also develop a global business mindset and learn to work effectively as a group.

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. Issues explored include management of foreign exchange exposure, foreign direct investment, international capital budgeting, foreign financing, international taxation, 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 and its impact on the success and profitability of organisations.

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 internship 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 examination (or equivalent) results and fulfill the aggregate computation requirements:

Subject	'O' Level Grade
English Language	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 nine-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 CURRICULUM

Module Name	Credit Units
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YEAR 1

Level 1.1 (24 hours per week)

Business Communication 1	4
Business Management	4
IT in Business	4
Microeconomics	4
Principles of Accounting	4
Creativity & Applied Thinking Skills [^]	2
Sports & Wellness [^]	2

Level 1.2 (24 hours per week)

Business Law	4
Business Statistics	4
Decision Support with Spreadsheets	4
Financial Markets & Services	4
Macroeconomics	4
Life Management Skills [^]	4

YEAR 2

Level 2.1 (24 hours per week)

Accounting Applications & Analysis	4
Finance of International Trade	4
Financial Management	4
Financial Planning	4
Financial Regulations & Practices	4
Interdisciplinary Studies (IS) module [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 2.2 (24 hours per week)

Business Communication 2	4
Corporate Finance & Advisory Services	4
Credit Management	4
Investments	4
Treasury	4
Innovation & Enterprise in Action [^]	4

YEAR 3

Level 3.1 (24 hours per week)

Business Communication 3	4
Marketing of Financial Services	4
Risk Management	4
Settlements & Operations Management	4
Wealth Management	4
World Issues: A Singapore Perspective [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 3.2 (20 hours per week)

<i>Pathway 1*</i>	
Electronic Business Applications	4
International Economics & Finance	4
Principles & Practice of Insurance	4
Elective Cluster module [#]	4
Elective Cluster module [#]	4

*Pathway 2**

Internship	25
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Notes:

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

* Students pursuing Pathway 1 will have to complete an internship 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

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 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. Students will develop essential e-competencies 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 solve problems and improve business operations. 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. Reference will be made to current case studies of global, regional and local 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 an introduction to the financial environment and the role of finance in business. It considers the financial objectives of firms, cash planning and cash budgeting, working capital management, the management of current assets, capital budgeting decisions using discounting techniques, and the sources of short-term and long-term funds.

Financial Planning

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

Financial Regulations & Practices

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

LEVEL 2.2

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills, and appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently. Students practise speaking and presentation skills through boardroom presentations and impromptu speeches, and are also taught business etiquette.

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 and takeovers, with reference to practices in regional countries.

Credit Management

This module provides a framework for the understanding of the lending function in the context of a financial institution, as well as the maintenance of a loan portfolio. Students 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, 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. While 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 modeling 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.

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.

BUSINESS ELECTIVE CLUSTER

Enterprise Creation & Development

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

Human Resource Management

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

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 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 acquire first-hand knowledge and an appreciation of the business environment and culture of the country. Students will also develop a global business mindset and learn to work effectively as a group.

LEVEL 3.2

PATHWAY 2

Internship

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.

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 are competent 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 Analytics, Business Development and Financial Analytics.

Students gain practical experience through an Integrated Infocommunications Project with real-world companies and an internship. Students also have opportunities to spearhead technopreneurship projects.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examination (or equivalent) results and fulfill the aggregate computation requirements:

Subject	'O' Level Grade
English Language*	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) or Computer Studies (Grade 1-9) and two other subjects.

* Candidates must attain the required grade for English as a first language.

CAREER PROSPECTS

Singapore's business and IT industries hold much promise with the establishment of the 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 CURRICULUM

Module Name	Credit Units
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YEAR 1

Level 1.1 (24 hours per week)

Business Statistics	4
IT in Business	4
Microeconomics	4
Network & Server Systems	4
Business Communication 1	4
Creativity & Applied Thinking Skills [^]	2
Sports & Wellness [^]	2

Level 1.2 (24 hours per week)

Decision Support with Spreadsheets	4
Macroeconomics	4
Principles of Accounting	4
Programming Business Applications	4
Business Management	4
Life Management Skills [^]	4

YEAR 2

Level 2.1 (24 hours per week)

Business Law	4
Business Communication 2	4
Multimedia & Workgroup Applications	4
Principles of Marketing	4
Web Database Applications	4
Interdisciplinary Studies (IS) module [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 2.2 (24 hours per week)

Business Systems Analysis & Design	4
Cost & Managerial Accounting	4
IT Law & Governance	4
Internet Programming Techniques	4
Service Operations Management	4
Innovation & Enterprise in Action [^]	4

YEAR 3

Level 3.1 (24 hours per week)

Wireless Business Applications	4
Integrated E-Business Systems	4
Managing Electronic Business	4
Management Information Systems	4
Business Communication 3	4
World Issues: A Singapore Perspective [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 3.2 (20 hours per week)

<i>Pathway 1* - Elective Cluster</i>	
Business Analytics & Intelligence	4
Integrated Enterprise Applications	4
Elective Cluster module 1	4
Elective Cluster module 2	4
Elective Cluster module 3	4

Pathway 2

Internship or	25
Technopreneurship Incubation Programme	

Notes:

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

* Students pursuing Pathway 1 will have 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.

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. Students will develop essential e-competencies 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 covers networking terms and the business reasons behind the implementation of data communications and networking technologies. Concepts are applied to real-world business applications. Students will design a simple local area network, produce a network diagram, monitor and manage a network operating system that share resources with networked computers. They will also manage access using Windows Server 2003 security features. SQL server features and the .NET framework will also be discussed.

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. Reference will be made to current case studies of global, regional and local issues.

Principles of Accounting

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

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. 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 appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently. Students practise speaking and presentation skills through boardroom presentations and impromptu speeches, and are also taught business etiquette.

Multimedia & Workgroup Applications

This module equips students with fundamental knowledge and skills in designing and developing solutions for E-Commerce user interfaces.

Students will be exposed to various software tools and techniques commonly used in the industry. Web design and programming softwares such as Microsoft Visual Studio 2005, C# and ASP.NET will be covered. In addition, students will learn object-oriented programming concepts, database binding methods, web state management, e-payment, E-Commerce fulfilment and web security issues. Through hands-on practice, students will design, develop and implement a database-driven dynamic E-Commerce website.

Principles of Marketing

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

Web 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 impact of legal, ethical and policy issues on 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.

Internet Programming Techniques

This module gives an insight into the underlying principles of Web technologies. Students will further enhance their skills and techniques in C#.NET, to develop business applications. They will learn object-oriented concepts of encapsulation; inheritance and polymorphism; structures and enumeration; indexes and operator overloading; user controls and custom controls; application layering; and Web Services.

Service Operations Management

This module introduces students to the operations of service organisations and management techniques for designing, planning, organising and controlling resources for the delivery of goods and services to meet customers' needs and organisational objectives. Concepts covered include service facility, managing capacity, demand and 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 learning to build an e-business application, focusing on project scope, integration and risk management, planning, scheduling and communications at successive stages of the project. 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. 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 gives students an understanding of how to use and manage information technologies to streamline business processes, improve business decision making and gain competitive advantage. Students will engage in managerial level discussions on contemporary Management Information Systems (MIS) issues such as IT security, ethics, strategic outsourcing, organizational agility, and Business Intelligence systems. Key management models such as Porter's Forces of Competition and Value Chain Models will also be infused in the learning process for an informative, well-rounded and balanced perspective of MIS.

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 – ELECTIVE CLUSTER

Business Analytics & Intelligence

This module explores the use of business analytics and intelligence theory, and the 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.

Integrated Enterprise Applications

This module introduces the application of enterprise business solutions in varied business sectors. The business process value-chain through a business' operation, integration, management and implementation are explored. Students will learn the core business processes of sales and marketing, human resource, finance and accounting, and Supply Chain, and the extension of the enterprise systems through business analytics, customer relationship management and e-commerce. Students will work with Enterprise Resource Planning (ERP) software to gain hands-on experience.

Business Elective Cluster Modules

Students not on the Internship (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 businesses. 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 will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

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 and its impact on the success and profitability of organisations.

Human Resource Management

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

MARKETING ANALYTICS CLUSTER

Marketing Research

In this module, students learn the various marketing research tools and techniques, and the skills to plan, design and conduct market research effectively. The module also equips students with the working knowledge of a statistical software package.

Marketing Communication

This is an intensive hands-on module where students apply marketing concepts to develop an integrated marketing communication plan for a real-life product or service. The plan, supported by research, will incorporate suitable marketing communication tools, creative brief, creative idea, media plan, projected budget and campaign measurements. Students will execute the plan across all the marketing communication tools selected and demonstrate how they are integrated in the chosen media to ensure consistency in branding and message delivery.

Digital Marketing & Web Analytics

This module draws out the distinctive features of digital marketing and explores the technological approaches to collecting Web analytics through log file analysis and page tagging. The relative advantages and disadvantages of each method are studied. Student will also develop an understanding of key Web marketing metrics including Hits, Page Views, Visits/Session, Impressions, Singleton and Bounce Rate/% Exit which can be used to interpret and analyse Web marketing trends, success factors and return on investments. These will aid marketers in structuring digital and Web marketing campaigns more effectively.

FINANCIAL ANALYTICS 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 accounting software.

Financial Management

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

Financial Analytics

The module introduces students to the operation and use of financial analytics application software that includes Project Portfolio Management, Activity-Based Management, Financial Warehouse and Marts, Dashboard and Scorecard, amongst others, that contributes to improving the financial efficiency in an organization. Students will use these software tools and integrate data from various sources and data warehouses to form a composite and consistent view of the enterprise finance data. Students will also learn various analytic types and create various finance-specific analytic models.

PATHWAY 2

INTERNSHIP OR TIP

Internship

Students will be attached to business and IT-related companies and are typically engaged in Business Applications related project work.

OR

Technopreneurship Incubation Programme (TIP)

Students will work on innovative self-initiated Business Application projects that may have commercial value.

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.

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

The Psychology Option is useful for students interested in careers in management and business to understand human behaviour. Such knowledge applies to areas such as market research, human resource management, services, advertising, marketing and sales.

Ngee Ann Polytechnic (NP) is the first tertiary institution in Singapore to introduce the Entrepreneurship 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 internships and projects.

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

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. It cultivates a global perspective on how international business is conducted, creates an awareness of potential business opportunities, and offers an insight into the impact of globalisation on corporate financial management and management functions.

Each Option offers final-year students the chance to participate in an Internship and an overseas educational trip.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examination (or equivalent) results and fulfill the aggregate computation requirements:

Subject	'O' Level Grade
English Language	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 in 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 CURRICULUM

Module Name	Credit Units
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YEAR 1

Level 1.1 (24 hours per week)

Business Statistics	4
IT in Business	4
Microeconomics	4
Business Communication 1	4
Organisational Behaviour for Service Excellence	4
Creativity & Applied Thinking Skills [^]	2
Sports & Wellness [^]	2

Level 1.2 (24 hours per week)

Decision Support with Spreadsheets	4
Business Management	4
Macroeconomics	4
Principles of Accounting	4
Business Law	4
Life Management Skills [^]	4

YEAR 2

Level 2.1 (24 hours per week)

Accounting Applications & Analysis	4
Business Communication 2	4
International Economics & Finance or Finance of International Trade	4
Service Operations Management	4
Principles of Marketing	4
Interdisciplinary Studies (IS) module [^]	2
Interdisciplinary Studies (IS) module [^]	2

Level 2.2 (24 hours per week)

Electronic Business Applications	4
Cost & Managerial Accounting	4
Enterprise Creation & Development	4
Financial Management	4
Human Resource Management	4
Innovation & Enterprise in Action [^]	4

YEAR 3

Level 3.1 (24 hours per week)

Business Communication 3	4
4 modules from one Option ^{# +}	16
World Issues: A Singapore Perspective [^]	2
Interdisciplinary Studies (IS) module [^]	2

Module Name	Credit Units
Level 3.2	
<i>Pathway 1</i>	
International Business	4
4 remaining modules from the same Option † †	16
OR	
<i>Pathway 2</i>	
International Business	4
4 Core modules from another Option® †	16
OR	
<i>Pathway 3</i>	
Internship	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 page 54 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.

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

^ 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.

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. Students will develop essential e-competencies 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. Students will have opportunities to develop their interpersonal skills and a positive service mindset. They will be equipped with skills to effectively motivate others, 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. Reference will be made to current case studies of global, regional and local issues.

Principles of Accounting

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

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 accounting software.

Business Communication 2

This module creates opportunities for students to practise and apply their communication skills, and appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently. Students practise speaking and presentation skills through boardroom presentations and impromptu speeches, and are also taught business etiquette.

International Economics & Finance

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

Finance of International Trade

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

Service Operations Management

This module introduces students to the operations of service organisations and management techniques for designing, planning, organising and controlling resources for the delivery of goods and services to meet customers' needs and organisational objectives. Concepts covered include service facility, managing capacity, demand and 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 marketing of goods and services. Students learn to evaluate the marketing system – from planning to pricing to promotion and distribution. It also helps students to appreciate the interaction of marketing variables and their impact on marketing decisions. Students will have the opportunity to apply marketing concepts in a creative way through projects, presentations and case studies.

LEVEL 2.2

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 manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

Financial Management

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

Human Resource Management

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

LEVEL 3

COMMON MODULES

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 of identifying business opportunities and creating an effective feasibility plan through which new business ideas are evaluated. 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. 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 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 allows students to integrate and apply entrepreneurship concepts to a business development or entrepreneurial project. The project, done in consultation with a mentor, will involve information gathering, opportunity evaluation, analysis, creative problem-solving, teamwork and communication skills. Students may also participate in the EXTEND scheme where they take on the roles of facilitating, leading and implementing entrepreneurial projects.

Finance for Entrepreneurial Venture

This module focuses on financial engagement in an entrepreneurial venture. Students 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. Students study the various types of rewards used to attract, retain and motivate employees. Students learn how to put in place an effective salary administration process through understanding internal and external competitiveness. Other topics include establishing pay plans, measuring and paying for performance, structuring benefits and services, and legal requirements of compensation.

International Employment

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

Industrial Relations

This module focuses on the importance of a tripartite relationship between the employer, employee (represented by the trade union) and the government. Students 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. 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 training schemes in place, and develop the skills to design, conduct and evaluate a training programme.

LEVEL 3.2

Human Resource Management Systems

This module examines the role of strategic HR planning as an integral part of the business strategy in the new economy. Students are given an overview of how technology can be used as a competitive tool for strategic HR management and the benefits of HR information system to automate HR functions. Students will also have hands-on sessions on the 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. Students will learn about the new role of HR professionals in managing a more complex organisation, as well as 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 various 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 communication with sales management plans for a real product or service. Students must leverage market research to support marketing strategies, which impact sales and brand positioning.

Marketing Communication

This module equips students with an overview of integrated marketing communication and how it fits into the overall organisational plans. Students learn through the writing of creative briefs, appropriate use 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.

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 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 grouped into different business units to develop and implement an integrated marketing plan for a real line of products or services. This is done together with the support of industry Business Partners under the REAL programme. Students will be assessed based on their overall attitude, teamwork, leadership qualities, perseverance and 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 various buying decision processes and factors influencing buyer's decisions. Topics covered include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The application of buyer behaviour concepts in the development of effective marketing strategies will be highlighted.

Retail Management

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

MARKETING COMMUNICATION 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 communication with sales management plans for a real product or service. Students are to leverage market research to support marketing strategies, which impact sales and 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 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 through media critique exercises.

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 various buying decision processes and factors influencing buyer's decisions. Topics covered include consumer decision-making processes, perceptions and attitudes, consumer demographics and lifestyles, and cultural and group influences on consumers. The 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 application in the creative processes. Topics include the review of advertising agency structure, consumer insights, advertising strategies, branding principles, new media, planning and the evaluation of advertising campaigns. Students will have to develop an advertising campaign plan for a consumer product using both traditional and new media platforms.

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. They will also learn how to manage and optimise relations with the mass media and apply the principles of persuasive writing for various audiences.

Marketing Communication in Practice

This is an intensive hands-on module where students apply marketing concepts to develop an integrated marketing communication plan for a real-life product or service. The plan, supported by research, will incorporate suitable marketing communication tools, creative brief, creative idea, media plan, projected budget and campaign measurements. Students will execute the plan across all the marketing communication tools selected and demonstrate how they are integrated in the chosen media to ensure consistency in branding and message delivery.

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' bottom-line. Students will understand how technology has helped organisations in CRM. This includes both front office operations and back-end customer information management. The module helps students develop the right service attributes and equips 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' 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 and its impact on the success and profitability of service organisations.

INTERNATIONAL BUSINESS OPTION

LEVEL 3.2

International Business Study Mission

This is an 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 acquire first-hand knowledge and an appreciation of the business environment and culture of the country. Students will also develop a global business mindset and learn to work effectively as a group.

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. Issues explored include management of foreign exchange exposure, foreign direct investment, international capital budgeting, foreign financing, international taxation, 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. 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 flow. This module focuses on important concepts of logistics and supply chain management applicable to both local and international contexts and its impact on the success and profitability of organisations.

PSYCHOLOGY OPTION

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.

Foundations of Business Psychology

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

Psychology for Managing People

This module introduces health psychology, counselling psychology and organisational psychology that impact 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. Students will explore issues in people management and organisational behaviours at the workplace.



LEVEL 3.2 (PATHWAY 3)

Internship

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.

DIPLOMA IN INTERNATIONAL BUSINESS (IBZ) **NEW** (3-YEAR COURSE)

SCHOOL OF BUSINESS & ACCOUNTANCY



The **Diploma in International Business (IBZ)** aims to develop students into enterprising business-savvy professionals capable of taking on challenges and managing complex issues in the competitive global market.

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

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

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

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examination (or equivalent) results and fulfill the aggregate computation requirements:

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

IBZ graduates can be hired as business development executives, sales and marketing executives, and HRM professionals, as well as operations and logistics executives, and buyers in local firms or multinationals in various industries like services, trading, property development, education, tourism, banking and hospitality.

ACCREDITATION FOR FURTHER STUDIES

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

COURSE CURRICULUM

Module Name	Credit Units
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YEAR 1

Level 1.1 (24 hours per week)

Business Statistics	4
Business Communication 1	4
Business Management	4
IT in Business	4
Microeconomics	4
Creativity & Applied Thinking [^]	2
Sports & Wellness [^]	2

Level 1.2 (24 hours per week)

Business Law	4
Decision Support with Spreadsheets	4
Macroeconomics	4
Principles of Accounting	4
Regional and World Affairs	4
Life Management Skills [^]	4

YEAR 2

Level 2.1 (24 hours per week)

Business Communication 2	4
Cross Cultural Perspectives	4
International Business Environment	4
International Marketing	4
Service Operations Management	4
Interdisciplinary Studies (IS) Module [^]	2
Interdisciplinary Studies (IS) Module [^]	2

Level 2.2 (24 hours per week)

Electronic Business Applications	4
Enterprise Creation & Development	4
International Human Resource Management	4
International Purchasing	4
International Trade & Practices	4
I&E in Action [^]	4

YEAR 3

Level 3.1 (24 hours per week)

Business Communication 3	4
International Business Research	4
International Finance	4
Global Supply Chain Management	4
Elective	4
World Issues: A Singapore Perspective [^]	2
Interdisciplinary Studies (IS) Module [^]	2

Level 3.2

Internship	25
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Notes:

[^] 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 under the Ngee Ann Learning Model (NLM). The NLM was introduced in 2001 to nurture a new generation of professionals with multidisciplinary skills to meet the challenges of a knowledge-based economy. The NLM incorporates core disciplines and Interdisciplinary Studies. It also nurtures innovative and entrepreneurial traits through the Innovation & Enterprise in Action (I & E in Action) module. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

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 analyze 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 presentation 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, organize 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. Students will develop essential e-competencies 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.

LEVEL 1.2**Business Law**

This module introduces 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.

Decision Support with Spreadsheets

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

Macroeconomics

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

Principles of Accounting

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

Regional and World Affairs

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

LEVEL 2.1**Business Communication 2**

This module creates opportunities for students to practise and apply their communication skills, and appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently. Students practise speaking and presentation skills through boardroom presentations and impromptu speeches, and are also taught business etiquette.

Cross Cultural Perspectives

This module aims to raise the awareness of how differing cultural and social norms could affect perception, preferences and behaviour. It also hopes to inculcate resilience, tolerance and adaptability as a response to unfamiliar and often uncomfortable situations in a cross-cultural context. Whenever possible, this non-examinable module provides immersion in the host culture through a community service programme.

International Business Environment

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

International Marketing

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

Service Operations Management

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

**LEVEL 2.2****Electronic Business Applications**

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

Enterprise Creation & Development

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

International Human Resource Management

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

International Purchasing

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

International Trade & Practices

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



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 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 Research

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

International Finance

This module provides students with an understanding of the international aspects of corporate financial management. Issues explored include management of foreign exchange exposure, foreign direct investment, international capital budgeting, foreign financing, international taxation, international trade financing, transfer pricing and trends in international financial markets and services.

Global Supply Chain Management

This module introduces students to the process of planning, implementing, and the operations of the supply chain. It will cover the movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption.

LEVEL 3.2

Internship

The internship enables students to acquire work experience needed for their chosen areas of interest through a planned work immersion and on-the-job training of about six months. The organisations involved are selected for their capacity to allow students to learn different aspects of work in the industry concerned. Assessment of learning outcomes is based on evaluation and reports by employers, academic supervisors and the students themselves. Internship placements may be overseas or with local businesses active international business.

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 tourism destination.

ENTRY REQUIREMENTS

To be eligible for consideration, candidates must have the following GCE 'O' Level examination (or equivalent) results and fulfill the aggregate computation requirements:

Subject	'O' Level Grade
English Language	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 the Integrated Resorts and 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 CURRICULUM

Module Name	Credit Units
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YEAR 1

Level 1.1 (24 hours per week)

Business Statistics	4
Business Communication 1	4
Microeconomics	4
Fundamentals of MICE Management	4
Introduction to Tourism & Resort Management	4
Creativity & Applied Thinking Skills	2
Sports & Wellness [^]	2

Level 1.2 (24 hours per week)

Business Management	4
IT in Business	4
Macroeconomics	4
Food & Beverage Management	4
Hospitality Operations Management	4
Life Management Skills [^]	4

YEAR 2

Level 2.1 (24 hours per week)

Accounting for Tourism & Resort Management	4
Business Communication 2	4
Principles of Marketing	4
Conventions & Events Management	4
Leisure & Attractions Management	4
Interdisciplinary Studies (IS) Module [^]	2
Interdisciplinary Studies (IS) Module [^]	2

Level 2.2 (24 hours per week)

Enterprise Creation & Development	4
Tourism Law	4
Hospitality Business Management	4
Spa & Lifestyle Management	4
Travel & Destination Management	4
Innovation & Enterprise in Action [^]	4

YEAR 3

Level 3.1 (26 hours per week)

Industry Project in Tourism	4
Business Communication 3	4
Retail Management for Tourism & Resorts	4
Service Quality for Tourism & Resorts	2
Strategic Travel Management & Operations	4
Tourism & Resort Marketing	4
World Issues: A Singapore Perspective [^]	2
Interdisciplinary Studies (IS) Module [^]	2

Level 3.2

Internship	25
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Notes:

[^] 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 under the Ngee Ann Learning Model (NLM). The NLM was introduced in 2001 to nurture a new generation of professionals with multidisciplinary skills to meet the challenges of a knowledge-based economy. The NLM incorporates core disciplines and Interdisciplinary Studies. It also nurtures innovative and entrepreneurial traits through the Innovation & Enterprise in Action (I & E in Action) module. IS modules challenge boundaries and offer insights into Communication, Entrepreneurship, Life Skills, Media & the Arts, and Science & Technology.

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, Exhibitions (MICE) industry. They will acquire a broad overview of the skills and knowledge related to individual components of MICE events, and become familiar with industry trends and practices.

Introduction to Tourism & Resort Management

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



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 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. Students will develop essential e-competencies 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 local 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, including providing guests with a delightful dining experience, as well as F&B planning, serving, production, and control. Issues relating to the profitability of F&B management will also be emphasised, with focus on human resource aspects.

Hospitality Operations Management

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

LEVEL 2.1

Accounting for Tourism & Resort Management

This module is an accounting module tailored to the hospitality industry. Students learn to interpret and use accounting information for decision-making. They also learn analytical skills essential in evaluating performance of entities in the hospitality industry. Revenue management, 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 appreciate the dynamic interplay of elements in different communication situations. The module develops students' ability to communicate their ideas confidently. Students practise speaking and presentation skills through boardroom presentations and impromptu speeches, and are also taught business etiquette.

Principles of Marketing

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

Conventions & Events Management

This module builds on the Fundamentals of MICE Management module. Students learn the important mechanics of MICE and how to plan and organise MICE events successfully. 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 manage an existing business. They will apply creative thinking skills to develop new business ideas and submit a business plan based on a business model. They will learn about entrepreneurship, types of business ownership, sources of business financing, venture launch and development.

Tourism Law

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

Hospitality Business Management

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

Spa & Lifestyle Management

This module introduces students to the spa industry and lifestyle trends. Students acquire an understanding of different types of spa and treatments as well as spa management. Students also learn to appreciate the leisure lifestyle (arts, sports, beauty and wellness, interior design, fine food and wine, entertainment, jewellery) and understand how these lifestyle trends complement tourism development in Singapore.

Travel & Destination Management

This module provides students with knowledge of popular travel destinations around the world. Students will be introduced to the different modes of travel geography. They will gain knowledge of flight scheduling, flight reservation and ticketing procedures. The fundamentals of the travel industry like basic airline terminology and codes, itinerary planning, costing and travel management issues will be covered.

LEVEL 3.1

Industry Project in Tourism

This module enables students to acquire practical research and application skills relevant for the tourism industry. Students will carry out projects, participate in discussion forums and interact with industry practitioners. They will undertake an assignment related to tourism, including MICE, F&B, theme parks, resorts and other aspects of the hospitality industry such as visitor attractions and service quality.

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, retail creativity and productivity. Learning is enhanced by interesting case studies and projects.

Service Quality for Tourism & Resorts

The module focuses on the strategy, staff and systems of hospitality service. Students will learn the importance of service quality in the creation of a "hospitality" experience and how service quality affects the bottom-line. 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 is designed to equip students with knowledge of current strategic issues and challenges faced by the travel industry in particular the airline industry. Topics include deregulation of the travel industry, impact of global airline alliance to travelers and airlines, and the impact of technology and fuel prices on the industry. Current issues on environment and security/safety implications will also be examined.

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

Internship

Students will acquire the work experience needed for their chosen areas of interest through a six-month internship where 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. Assessment of learning outcomes is based on evaluation and reports by employers, academic supervisors and the students themselves.