

COURSE MODULES

LEVEL 1.1

Business Communication 1

This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Business Statistics

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

Decision Support Applications

This module equips students with a working knowledge of spreadsheets within a business environment. Students will learn to create, capture, organise and manipulate data in spreadsheet formats to help businesses solve problems, make decisions 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.

Management & Organisation

This module provides students with an understanding of the four essential functions of management, namely, planning, organising, leading and controlling. It covers an overview of organisations and the role of managers in a global economy. It also prepares students to be effective managers to motivate, manage perception and group dynamics, and resolve conflict at the workplace.

LEVEL 1.2

Accounting & Finance

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

Career & Professional Preparation

This module helps to give students a foundational introduction to their three-year diploma course curriculum and how it prepares them for industry. It will help them embark on their three-year course with the end in mind through guided reflection on their personal characteristics and development of an overall game plan for their future education and career goals. The module aims to deepen students' commitment to the sector that the course prepares them for.

Fundamentals of MICE Management

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

Hospitality Operations Management

This module exposes students to the real-world perspective of today's hospitality industry, locally and overseas. Students will be equipped with fundamental skills and knowledge of hotel and resort operations, including front

office operations, housekeeping, security and loss prevention management. Students will also be trained to use MICRO OPERA, a front office property management system for the hospitality industry.

Introduction to Tourism & Resort Management

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

Microeconomics

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

COURSE CURRICULUM

Module Name	Credit Units
YEAR 1	
Level 1.1 (26 hours per week)	
Business Communication 1	4
Business Statistics	4
Decision Support Applications	4
Macroeconomics	4
Management & Organisation	4
Innovation Toolkit ^	4
Sports & Wellness ^	2
Level 1.2 (22 hours per week)	
Accounting & Finance	4
Career & Professional Programme	2
Fundamentals of MICE Management	4
Hospitality Operations Management	4
Introduction to Tourism & Resort Management	4
Microeconomics	4

Notes:

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

IS Modules

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

COURSE MODULES

LEVEL 2.1

Business Communication 2

This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.

Conventions & Events Management

This module provides students with a real-life opportunity to plan and organise an event for an industry partner. Students will be able to apply their knowledge and hone their skills in various aspects of event management, such as programme planning, marketing, logistics, budgeting and sponsorship, and evaluation and post-event reporting.

Hospitality Business Management

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

Service-Learning in Action

This module engages and encourages students to be responsible for their own learning. It offers hands-on application that increases the relevance of academic knowledge and provides opportunities for deeper involvement in the community. Students are expected to use their acquired discipline skills and knowledge to contribute to community projects and reflect on their learning.

Tourism Analytics

The module aims to introduce students to the fundamental concepts of business analytics. They will develop proficiency in the use of analytics tools and techniques that will enable them to efficiently analyse and report on the underlying trends based on historical tourism and hospitality data, so as to gain greater insights into the business.

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 2.2

Enterprise Creation & Development

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

Food & Beverage Management

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

Service Experience Management in Tourism

This module focuses on service experience within the context of tourism and its related sectors. Students will learn how various forms of experiences can be created and managed within the experience environment and through the service delivery process. They will also acquire skills on story-telling techniques, service quality mapping, and operations management.

Tourism Law

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

Tourism Research

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

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2.1 (26 hours per week)	
Business Communication 2	4
Conventions & Events Management	4
Hospitality Business Management	4
Service-Learning in Action	2
Tourism Analytics	4
Tourism & Resort Marketing	4
Cultural Quotient at Work ^	2
Interdisciplinary Studies (IS) elective ^	2
Level 2.2 (24 hours per week)	
Enterprise Creation & Development	4
Food & Beverage Management	4
Service Experience Management in Tourism	4
Tourism Law	4
Tourism Research	4
Exploring Contemporary Issues ^	2
Interdisciplinary Studies (IS) elective ^	2

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COURSE MODULES

LEVEL 3.1

Business Communication 3

This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

Destination Management

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

Digital Marketing in Tourism

The module is designed to equip students with knowledge of digital technologies relating to tourism marketing. It aims to help students understand the benefits from employing search platforms, social marketing communications and mobile-based communications in the planning and implementation of tourism marketing strategies.

Industry Project in Tourism

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

Strategic Travel Management

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

LEVEL 3.2

6-Month Internship

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

COURSE CURRICULUM

Module Name	Credit Units
YEAR 3	
Level 3.1 (26 hours per week)	
Business Communication 3	4

Destination Management	4
Digital Marketing in Tourism	4
Industry Project in Tourism	4
Strategic Travel Management	4
Interdisciplinary Studies (IS) elective ^	2
World Issues: A Singapore Perspective ^	2
Level 3.2 (22 hours per week)	
6-Month Internship	22

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