School of Business & Accountancy

DIPLOMA IN TOURISM & RESORT MANAGEMENT

Against the backdrop of a global pandemic, the tourism sector is fast evolving to pivot to the new normal. Virtual tours and events, and specially curated staycations are some exciting ways that the industry has taken tourism to a whole new level! In every crisis, there lies opportunities and bright spots. That is why in our revamped Diploma in Tourism & Resort Management (TRM), you will gain strong industry insights to help you reimagine the tourism landscape, and be equipped with competencies that are relevant across different industries. With TRM, you can still go places!

Strong Business Foundation with Industry Insights

The course will provide you with a strong business foundation that covers the fundamentals of business management in the first year. Whether you are heading for further studies or work upon graduation, having a well-recognised diploma will always give you an edge. You will also gain insights into the key sectors of the tourism industry such as hospitality, travel, attractions, F&B, and the MICE (Meetings, Incentives, Conventions & Exhibitions) sector. Round off your industry knowledge with hands-on learning sessions and internships that offer you even wider career choices upon graduation.

Industry-driven Curriculum

To cater to the more discerning and digitally connected travellers, you will get acquainted with skills and knowledge which are in demand in the tourism industry, such as tourism data analytics, digital marketing and service experience management. The course also provides a strong business foundation with a global and entrepreneurial focus. To complete your learning journey in TRM, you will work on mini-consultancy projects with industry partners, for an authentic understanding of the tourism industry.

Business Digitalisation Track (New)

Deepen your knowledge in emerging technologies through the new Business Digitalisation Track in your final year*. The programme is taught based on competency areas: Emerging Technologies and Disruptive Innovation; AI and Robotics; Advanced Business Analytics; Transformational Digital Marketing; Digital Commerce; Xtech; and Change Management and Persuasion. Upon graduation, you will be awarded not just a diploma, but also industry-based certifications in relevant areas. What's more, you will benefit from blended learning opportunities comprising seminars delivered by industry experts, learning journeys, online courses, hackathons, company-based projects, practical research projects, as well as multiple internships over a one-year period. *for selected students only

YEAR 1 COURSE MODULES

LEVEL 1.1

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 budgeting, financing strategies and working capital management as well as capital investment analysis.

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Business Communication 1
This module enables students to deliver 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 Law
This module equips students with a basic knowledge of the fundamentals of business law and their application in a business environment. Topics include the Singapore legal system, law of contract, agency law, law of tort, law of business organisations, introduction to company law, intellectual property law and business ethics.

Global Business
This module will enable students to learn the fundamentals of business and build socio-cultural skills. It immerses students in the reality of the business world and helps them understand the impact of globalisation. Students will discuss how contemporary world affairs affect business strategies that may influence business success.

User-Centred Design in Business
This module provides students with practical insights and methods into designing content for digital media communication using user-centred design principles and approaches. Students will apply these principles to address issues related to user experience design, information design, interface design, presentation, imagery and visualisation of information on various digital devices and platforms.

LEVEL 1.2

Business Statistics & Applications
Students are introduced to the basic concepts of statistics for decision-making in the business world. They will also be taught how to organise and analyse data and interpret the results. Students 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 organise and present data using spreadsheets to aid in their analysis and interpretation.

Career & Professional Preparation
This module gives 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 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.

Digital Business Solutions
This module aims to provide the students with an introduction to programming. It covers the basic tenets of algorithmic thinking to problem solving. It also covers the desired characteristics of programmes that are easy to read and modify. To ensure relevance to the industry, business-oriented programming problems and cases will be used for discussion and practice.

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Economics
This module provides a grounding in the basic concepts in Microeconomics and Macroeconomics. Students will examine the economic choices made by consumers, firms, and see how these decisions affect the market for a particular good or service. They will also analyse the working of a typical economy. Topics include the demand and supply of a good, production costs, price determination and supply decisions for individual firms in different market structures, economic growth, unemployment, inflation, fiscal policy and monetary policy.

YEAR 1 COURSE MODULES

Module Name	Credit Units
Level 1.1 (20 hours per week)	
Accounting & Finance	4
Business Communication 1	4
Business Law	4
English Language Express*	NA
Global Business	4
User-Centred Design in Business	4
Level 1.2 (19 hours per week)	
Business Statistics & Applications	5
Career & Professional Preparation	2
Digital Business Solutions	4
Economics	4
Health & Wellness^	1
Innovation Made Possible^	3

Notes:
^ For more details on Interdisciplinary Studies (IS) electives, please log on to www.np.edu.sg/is * This module is only offered to students who are weaker in the English Language.

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

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YEAR 2 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 business proposal. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will learn about personal branding and will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.

Event Design
This module aims at providing students with the necessary skills and knowledge to plan and organise successful events. Using experiential learning and service-learning as pedagogies, students learn the important mechanics of event management to apply these concepts in an industry project. Key topics include conceptualisation, programming, budgeting, marketing, risk management and logistics.

Leisure & Lifestyle Business
This module aims to introduce fundamental knowledge of key tourism sectors to students. By collaborating with industry partners from the Attractions, Travel, Leisure & Lifestyle sectors, students will acquire first-hand understanding of their business and operations concerns through learning journeys and guest lectures. Students will also embark on tourism business ideation with the Business Model Canvas tool.

Tourism Analytics
This module aims to introduce students to the fundamental concepts of business analytics. Students will learn how to clean and transform data for analysis. They will also develop proficiency in the use of analytic tools and techniques to efficiently analyse the data (both qualitative as well as quantitative), and to present insights to the data using visualisation tools.

Tourism Marketing
The objective of this module is to provide students with a comprehensive understanding of marketing principles and practices within the context of the tourism and hospitality industry. Singapore's tourism sector initiatives and emerging marketing trends as well as an in-depth study of their implications will also be covered.

Service Experience Design
This module focuses on equipping students with the knowledge and skills to curate memorable service experiences for guests in the tourism sector. Students will understand User Experience (UX) and use Design Thinking to create service experiences. Students will also be exposed to real-world scenarios to apply the knowledge and skills acquired to enhance the overall guest experiences.

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LEVEL 2.2

Airline & Travel Business
The module equips students with essential business knowledge of airport, airline, cruise and tour operations. They will learn about new developments in the travel industry such as changing business models, emerging distribution and product design strategies. Through simulation game, classroom discussions and projects, students will acquire a comprehensive perspective on the core operations in the travel industry.

Events in Action
This module offers students a practical platform to actualise their project plans and conduct a post-event evaluation for a business and/or community entity developed in the preceding Event Design (EDE) module. Students will also gain insights into event operations through practicum opportunities and have the opportunity to consolidate their learning from the events industry through critical reflection journals.

Hospitality Management
This module aims to familiarise students with the workings of key hotel departments such as front office, reservations, housekeeping, etc. and trains students in the use of the OPERA Cloud Property Management System. Students will also explore various topics including brand & marketing, pricing methods, channels of distribution, and the impact of meetings & events in relation to a global hospitality business.

Tourism Research
The module aims to provide students with the necessary skills and knowledge to plan, design and conduct research projects within the context of tourism. Students will develop competencies in identifying research problems, selecting appropriate research methods, gathering and analysing data, and recommending a course of action grounded in data.

Sustainability in Tourism
This module will equip students with fundamental knowledge in sustainable tourism. Students will gain a deeper understanding of sustainability in tourism businesses through discussions on case studies and best practices. Field trips, facility tours and a startup speaker series will be arranged for students to experience the applications of sustainable tourism and help them ideate sustainable business propositions.

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YEAR 2 COURSE CURRICULUM

Module Name	Credit Units
Level 2.1 (20 hours per week)	
Business Communication 2	4
Event Design	3
Leisure & Lifestyle Business	3
Tourism Analytics	3
Tourism Marketing	3
Service Experience Design	4
Level 2.2 (19 hours per week)	
Airline & Travel Business	4
Events in Action	3
Hospitality Management	4
Tourism Research	4
Sustainability in Tourism	2
World Issues: A Singapore Perspective^	2

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YEAR 3 COURSE MODULES

LEVEL 3.1

Business Persuasion & Influence

This module teaches students persuasive communication and social influence. Students will master boardroom presentation skills and learn to apply personal branding and networking skills. They will be assessed on their pitch to industry partners as part of the capstone project, through role-plays simulating networking situations and telling a 'visual story' of their learning.

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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.

Revenue Management in Tourism
This module will equip students with fundamental revenue management (RM) concepts and their application in the travel and tourism industry. Through case studies and hands-on exposure to RM tools, students will be introduced to strategic decision making in sectors including airlines, events and hospitality, and understand the relationship between RM and the overall financial performance of a company.

Tourism Business Innovation
This industry attachment provides authentic learning experiences in a real-world, and self-driven learning environment for students to apply their competencies to practical work issues. Students will have the opportunity to acquire new skills and knowledge by being placed in real-world work situations. Throughout the period of attachment, they will be coached by a mentor in the company.

LEVEL 3.2

Tech-Talk in Tourism
This module requires students to demonstrate their knowledge of trending technologies in smart tourism, such as virtual and augmented reality, recognition technology, mobile technology, financial technology, the Internet of Things, etc. Students will assess and evaluate the adoption and impact of these technologies to the industry, and present their knowledge through technology-related media.

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.

OR

Tourism Startup Internship Project
This track is offered to final year TRM students as an alternative to the conventional internship programme. Students will be assigned to an industry partner to work on their entre-/intrapreneurial project under the mentorship of this partner. While working on their project, they are expected to draw upon prior knowledge and skills they have acquired in the curriculum.

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BUSINESS DIGITALISATION TRACK

LEVEL 3.1

Digital Commerce
Students will learn how technology is enabling brick-and-mortar businesses to sell their products and services through online digital platforms such as the web, mobile and a combination of online-offline commerce. Different digital commerce models such as B2C, B2B, C2C will be explored in the context of digital exchanges and the growing number of ecommerce platforms that cater to a variety of businesses such as F&B, retail, travel, hospitality, and finance for small and medium-sized businesses to large corporations. The end-to-end business processes in digital commerce will also be explored.

Digital Transformation Marketing Strategy
Students will learn about the strategies in transforming Marketing through digital and social media for the purposes of stakeholder engagement, business expansion and brand building. Students will learn how digital and social media can shape new ways business organisations operate, and understand the impact of digital and social media on the business. Students will have the opportunity to learn through planning and developing a digital media strategy for a company and explore current digital media trends and strategies employed by successful organisations.

Emerging Technologies & Disruptive Innovation
Students will survey the digital landscape and learn about emerging technologies such as AR/VR/MR, AI/Robotics, Analytics, Internet of Things (IoT) and the evolving nature of business platform models and the architecture of enterprise system. They will distil key lessons on the way these technologies are disrupting businesses and society. Students will learn about the innovation process in translating new and/or existing knowledge into marketable solutions. They will be able to better appreciate the disruptions facing businesses and acquire a change mindset.

Internship 1
Internship is the hallmark of the Business Digitalisation Track and exemplifies practical and real-life learning. It is a project-based internship where students work with an assigned company to complete a digitalisation project in eight weeks.

LEVEL 3.2

Advanced Applied Business Analytics
Students will learn and apply the techniques in Business Intelligence and Analytics technologies to transform the reporting and analysis of businesses through visualisation and utilise the predictive capabilities of analytics. They will learn to aggregate diverse and complex data to build purposeful data repositories for analysis through business models such as regression, association, clustering and sales funnels. Students are expected to describe and analyse their findings through dash boarding and appropriate forecasting techniques.

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Artificial Intelligence & Robotics
Students will learn about the nature and types of AI and Robotics. They will also examine how these two areas are being applied in organisations and businesses. Students will go on learning journeys to see real life examples and applications and interact with its practitioners. Students will also need to complete practical projects on AI for an SME. For example, the project could be the implementation of AI in Human Resource. Students will also be exposed to the AI tools and applications in the marketplace and have the opportunity to learn, try and possibly create some of them.

Change Management & Persuasion
Students will learn that digital transformation involves people and processes and changes involved in business digitalisation, such as an organisation's goals, people, processes and technologies, needs to be anticipated and systematically managed. Students will learn about best practices in implementing strategies for effecting change, controlling change and helping people to adapt to change in the digital transformation process. Students will also learn inter-personal persuasion and influence skills.

ONE-YEAR JOBREADY PROGRAMME

LEVEL 3.1

Industry Attachment 1
This industry attachment provides authentic learning experiences in a real-world, and self-driven learning environment for students to apply their competencies to practical work issues. Students will have the opportunity to acquire new skills and knowledge by being placed in real-world work situations. Throughout the period of attachment, they will be coached by a mentor in the company.

LEVEL 3.2

Industry Attachment 2
This industry attachment provides students with an additional opportunity for on-the-job training. Besides gaining skills and knowledge through first-hand experience in the professional world, students are able to build up their network and portfolio. They will be coached by a mentor in the company throughout the period of attachment.

YEAR 3 COURSE CURRICULUM

Module Name	Credit Units
Level 3.1 (21 hours per week)	
Business Persuasion & Influence	3
Digital Marketing in Tourism	4
Revenue Management in Tourism	4
Industry Project in Tourism	6
Project ID: Connecting the Dots^	4
Level 3.2 (21 hours per week)	
Tech-Talk in Tourism	1

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6-Month Internship, or Tourism Startup Internship Project	20
Business Digitalisation Track	
Level 3.1 (20 hours per week)	
Digital Commerce	3
Digital Transformation Marketing Strategy	3
Emerging Technologies & Disruptive Innovation	2
Internship 1	8
Project ID: Connecting the Dots^	4
Level 3.2 (21 hours per week)	
Advanced Applied Business Analytics	3
Artificial Intelligence & Robotics	3
Change Management & Persuasion	2
Xtech	1
Internship 2	12
One-Year JobReady Programme	
Level 3.1 (22 hours per week)	
Industry Attachment 1	18
Project ID: Connecting the Dots^	4
Level 3.2 (18 hours per week)	
Industry Attachment 2	18

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