



School of Business

Contents

40	Centres of Excellence
41	Minimum Entry Requirements
42	Common Business Programme
43	Accountancy & Finance
47	Business
52	Communications & Media Management
56	Culinary & Catering Management
60	Hospitality & Tourism Management
64	Law & Management
68	Logistics & Operations Management
72	Marketing
76	Subject Synopses

School of Business

The eight courses and the Common Business Programme offered by the School promise you an enriching education that will help you become a lifelong learner, future-oriented creator and values-centred leader. One clear objective is to prepare you for meaningful careers in a dynamic economy.

The heart of business is our students.

At School of Business, we believe that every individual has the capacity and capability to do well and contribute to the global community. We help students realise their full potential to be drivers of business innovation and be ready for the future economy in their respective business domains.

We strive to meet the industry transformation needs.

Our diplomas come with a repertoire of domain expertise in trade & connectivity, modern services and lifestyle services. Learning comes alive through strategic collaboration with the industry as the School engages a diverse range of industries as our partners in education. Our students will be given opportunities to work on real-life projects of many renowned local and global companies.

Our curricula aim to make our students resourceful, resilient and ready for the business workforce.

We use progressive learning methods, including group projects, consultation sessions and e-learning that enable the development of essential life skills and help hone creative thinking, communication skills and entrepreneurial capabilities. Our goal is to make you resourceful, resilient and ready for the fast-changing business landscape. To better prepare you for the working world, the wide-ranging centres of excellence allow you to undergo practical and hands-on simulated training.

A well-rounded education is to realise your full potential.

The School offers you a rich and fulfilling learning experience by providing a well-rounded education with strong emphasis on co-curricular activities and enrichment programmes. Whether conducted on campus, out of campus, locally or abroad, you are encouraged to participate in community service projects, industry competitions or even embark on entrepreneurial initiatives. All these experiences, coupled with a caring and nurturing learning environment provided by your Care Persons and lecturers, will enable you to realise your full potential during your three years at TP.

Centres of Excellence

Accountancy & Finance Hub @ TP

The A&F Hub is equipped with office automation applications and accounting software for our students to be trained in using IT tools to process accounting transactions, track financial performances and perform financial analytics. Through hands-on learning of Thomson Reuters, a financial database, students can also explore the exciting financial markets and access real-time information such as share prices, exchange rates and financial news worldwide.

Kelly Services Career Centre

The centre operates as a branch of a global staffing corporation, Kelly Services (a Fortune 500 company and listed on NASDAQ). It provides students with hands-on training in recruiting and staffing practices.

Business Enterprise Centre (BEC)

The centre will be the learning laboratory for International Business and Entrepreneurship. Students will use BEC for competition planning, generation of new business ideas, and industry collaborations. BEC is equipped with professional software for students to hone their skills in global business planning and implementation, as well as facilities which allow students to communicate with industry partners from around the world.

LOM Centre

This centre houses laboratories that simulate the entire supply chain. It includes systems, softwares and games to teach students about execution, planning & optimisation functionalities in the supply chain and logistics operations.

BrandStudy & 1st Avenue

Students will have the opportunity to put theories into practice at our well-equipped learning enterprises – BrandStudy and 1st Avenue. Our learning enterprises provide students with an ideal setting to meet real-life clients, plan and develop effective marketing strategies to build client's brand and promote their products and services on campus and different social media and e-commerce platforms. In the process, students will find yourself transformed into an innovative and digitally savvy marketing professional.

iLaw Chambers

Equipped with specialised law office management software, the iLaw Chambers is set up with the intention of exposing students to the full workflow involved in running a legal matter. It is used to train students in the day-to-day running of a typical law firm, from the moment a client brings in a new matter to the time the case is closed and the client billed.

Business Technology Labs and Business Learning Spaces

These labs are designed to support the teaching of the latest information technologies to students. They allow staff and students to explore application software, programming languages and emerging technologies in a structured manner. These labs are also used for student research, projects and presentations.

Business IT Studio

The Business IT Studio is equipped with leading edge technologies for students to learn practical skills and work on interactive digital media projects. Visitors will be introduced to the projects carried out by students at the Business IT Studio.

Television Studio

This 200 square metre studio is fully-equipped with broadcast equipment that allows students to learn how to produce television programmes and news bulletins. It is also equipped with post production facilities for online and offline editing.

Radio Studio

This studio provides students with practical training using industry-standard equipment. The radio facility comprises a training studio, an on-air studio and several audio production suites. Students also broadcast live from the on-air radio studio for RadioActive, the campus radio station.

Publishing Room

This facility replicates the real print journalism environment. Students use the facilities to produce Stop Press, the campus newspaper and gain valuable hands-on experience working in a publishing and news room set-up.

Temasek Tourism Academy

Hospitality & Tourism Management (HTM) students will enjoy and experience hands-on training at the seven-storey Temasek Tourism Academy (TTA). Fronting the scenic Bedok Reservoir, the TTA comprises a lobby and its observation room, learning suite, tourism technology rooms, layout room, event hall, and event management ideation rooms among others. The TTA will collaborate with key industry partners to ensure that training is real, relevant and rewarding, culminating in a learning node that is at the forefront for tourism and leisure education.

Temasek Culinary Academy

This comprehensive training academy serves our culinary students in all their needs from learning and studying to hands-on training. There are five modern kitchens; two contemporary dining outlets; The Tasting Studio; student lounge, classrooms, project rooms and locker facilities.

The kitchens comprise the Garde Manger (Cold Kitchen), Butchery, Production (Skills Kitchen), Restaurant, and Bakery & Pastry kitchens. These, together with the dining outlets “Sugarloaf”, a quick-service café, and “Top Table”, a full-service restaurant, provide the training ground where students hone their skills in food preparation and food service. Our academy is the ideal platform to train them to be future leaders in the food & beverage industry.

Minimum Entry Requirements

DIPLOMAS	MINIMUM ENTRY REQUIREMENTS	
To be eligible for: • [T40] Communications & Media Management	English Language (EL1)	Grades 1 - 4
	Mathematics (E or A)	Grades 1 - 7
	Any three other subjects, excluding CCA	Grades 1 - 6
You must also have sat for one subject listed in the 1st group of relevant subjects and another different subject listed in the 2nd group of relevant subjects for the ELR2B2-A Aggregate Type listed at www.tp.edu.sg/elr2b2		
To be eligible for: • [T01] Common Business Programme • [T02] Accountancy & Finance • [T10] Business • [T18] Culinary & Catering Management • [T08] Hospitality & Tourism Management • [T07] Logistics & Operations Management • [T67] Marketing	English Language (EL1)	Grades 1 - 6
	Mathematics (E or A)	Grades 1 - 6
	Any three other subjects, excluding CCA	Grades 1 - 6
You must also have sat for one subject listed in the 2nd group of relevant subjects for the ELR2B2-B Aggregate Type listed at www.tp.edu.sg/elr2b2		
To be eligible for: • [T09] Law & Management	English Language (EL1)	Grades 1 - 4
	Mathematics (E or A)	Grades 1 - 6
	Any three other subjects, excluding CCA	Grades 1 - 6
You must also have sat for one subject listed in the 2nd group of relevant subjects for the ELR2B2-B Aggregate Type listed at www.tp.edu.sg/elr2b2		

Common Business Programme



This common first-year course gives you the unique opportunity to study various core business subjects so as to discover your strengths, aptitudes, interests and career aspirations before you choose one of the following diploma courses:

- Accountancy & Finance
- Business
- Culinary & Catering Management
- Hospitality & Tourism Management
- Law & Management
- Logistics & Operations Management
- Marketing

Each of these courses is a specialised area of study relevant to the industry in which you start your career. You will progress to the respective diploma courses from the second semester of study. Please see the sections on the diploma courses for more information.

Some Core Subjects

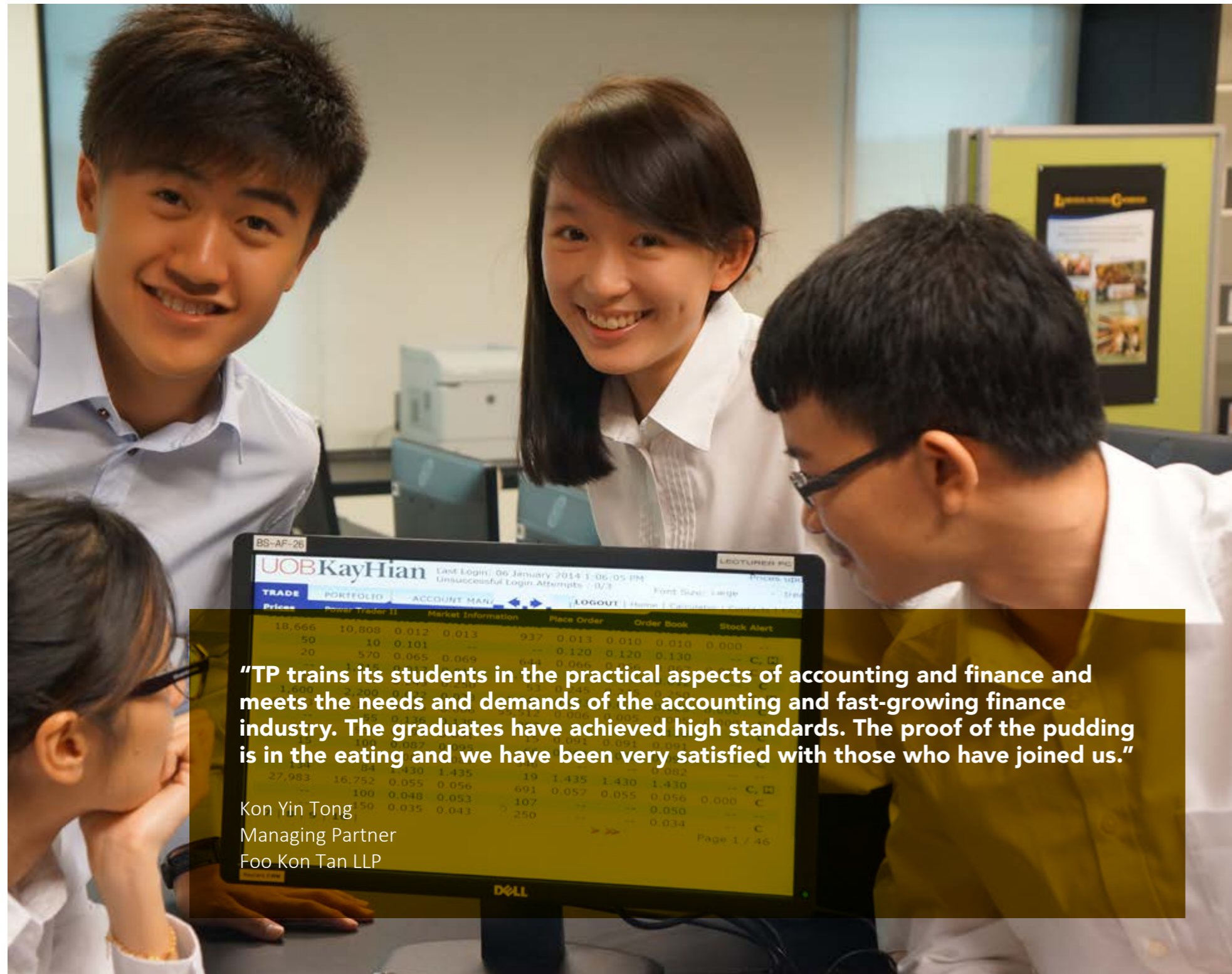
- Business Accounting
- Business Economics
- Business Technology & Analytics
- Communication & Information Literacy
- Principles of Management

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Accountancy & Finance



"TP trains its students in the practical aspects of accounting and finance and meets the needs and demands of the accounting and fast-growing finance industry. The graduates have achieved high standards. The proof of the pudding is in the eating and we have been very satisfied with those who have joined us."

Kon Yin Tong
Managing Partner
Foo Kon Tan LLP

With the Government's commitment to promote Singapore as a financial centre and wealth management hub, the demand for finance professionals will undoubtedly continue to increase. The emphasis on corporate governance and the vision to transform Singapore into a global accountancy hub also fuel the need for qualified accountants.

Our course offers a dual specialisation in both accounting and finance, giving you wide career and further study options after you graduate. The course curriculum is robust, practical and industry-relevant to instil confidence and equip you with technical and soft skills for the dynamic accountancy and financial services sectors. Besides the opportunities for you to develop problem-solving, communication and service skills, you will also experience hands-on learning through industry and real-life projects. This is in addition to the application of financial databases, office applications and accounting software widely used in the industry.

You get to choose your preferred Accounting or Banking and Investment specialisation to pursue interests beyond your diploma course.

A key focus in the first year is to provide a solid grounding in general business and management disciplines like economics, management, statistics and financial accounting. The next two years build on core industry knowledge and skills through subjects like Business Finance, International Finance, Investment, Management Accounting, Taxation, and Corporate Reporting & Audit.

In the final year, you will select electives from a range of Accounting, Banking and Investment subjects to fit your preferred career path. Your knowledge and skills will also be applied in the industry through a structured internship programme with one of our strategic industry partners, which include the Big Four or large local accounting firms, banks and financial institutions, and many reputable multinational companies.

Career Opportunities

Exciting career opportunities await you in the areas of accounting, audit, taxation, finance, banking, investment, insurance, stock-broking and wealth management. You could be employed in the Big 4 or local accounting firms, banks or other financial institutions, and accounts/ finance departments of companies in diversified industries.

Many of our graduates pursue further studies in accountancy and business programmes offered by local universities and enjoy credit transfers to many overseas universities in Australia, United Kingdom and New Zealand. They are also granted exemptions from selected modules of professional qualifications such as the ACCA, CIMA, ICAEW, ICSA examinations and industry-linked certifications such as CMFAS examinations. A new Earn-and-Learn Programme leading to the Advanced Diploma in Accountancy also provides a new pathway for our graduates to embark on the Singapore QP Programme to attain the Chartered Accountant of Singapore designation.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Subjects

Core Subjects : 72 credit units

Elective Subjects : min 12 credit units

Total Credit Units Completed : min 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3037	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BAF1011	Cost & Management Accounting 1	1	4
BAF1012	Financial Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BEC1007	Business Economics	1	4
BLM1007	Business Law	1	4
BLO1001	Business Statistics	1	4
BAF2002	Business Finance	2	4
BAF2005	Cost & Management Accounting 2	2	4
BAF2006	Fundamentals of Investment	2	4
BAF2007	International Finance	2	4
BAF2011	Company Accounting	2	4
BAF2018	Fundamentals of Taxation	2	4
BAF2022	Information Systems & Financial Analytics	2	4
BAF2025	Corporate Reporting	2	4
BAF3008	Financial Analysis	3	4
BAF3021	Risk Management	3	4

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Accounting Cluster</u>			
BAF2023	Auditing	2	4
BAF3014	Practice of Taxation	3	4
BAF3019	Advanced Accounting	3	4
<u>Investment & Banking Cluster</u>			
BBT2013	Financial Technology*	2	4
BAF2021	Personal Financial Planning	2	4
BAF2024	Banking Products & Services*	2	4
BAF3016	Security Analysis & Portfolio Management	3	4
<i>*select one</i>			

Business

"The course produces quality graduates with sound business knowledge and entrepreneurial mind-set. Having a specialisation in one business elective cluster to cater to their individual interests and aspirations, these competent graduates are equipped with relevant skills to meet the demands of various industries and businesses in today's fast-changing and competitive environment."

Foo See Yang
Managing Director
Country Head Singapore
Kelly Services Singapore



Bringing Education to Life
and Life to Education



This course provides you with a broad-based and holistic business education, with flexibility in curriculum. You will acquire core business management knowledge in areas such as organisational behaviour, enterprise business planning and management accounting.

Deepening of knowledge and skills will be acquired through the choice of one of the four elective clusters: Banking & Finance, Digital Business Innovation, Human Resources Management & Development, and International Business & Entrepreneurship.

All businesses require graduates to have a firm foundation of business knowledge, coupled with an international business outlook and an entrepreneurial mindset. Whether you choose to start your own business or join a corporation, this course will prepare you to take on supervisory and executive level positions in all businesses and industries.

Career Opportunities

Trained with a global outlook, you will be equipped to take on supervisory and executive level positions in a wide range of companies and organisations. By the end of the course, you are expected to possess relevant business knowledge and skills, be well-versed in IT, and possess good interpersonal skills.

Our graduates enjoy a wide choice of job positions in various industries in the public and private sectors. You can take on jobs in international business, tourism, banking, finance, human resource management, information technology, government and services. There is a continuous demand for our graduates in Singapore and the region. You can get credit exemptions from reputable local and overseas universities.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Subjects

Core Subjects : 60 credit units

Elective Subjects : min 24 credit units

Total Credit Units Completed : min 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3034	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

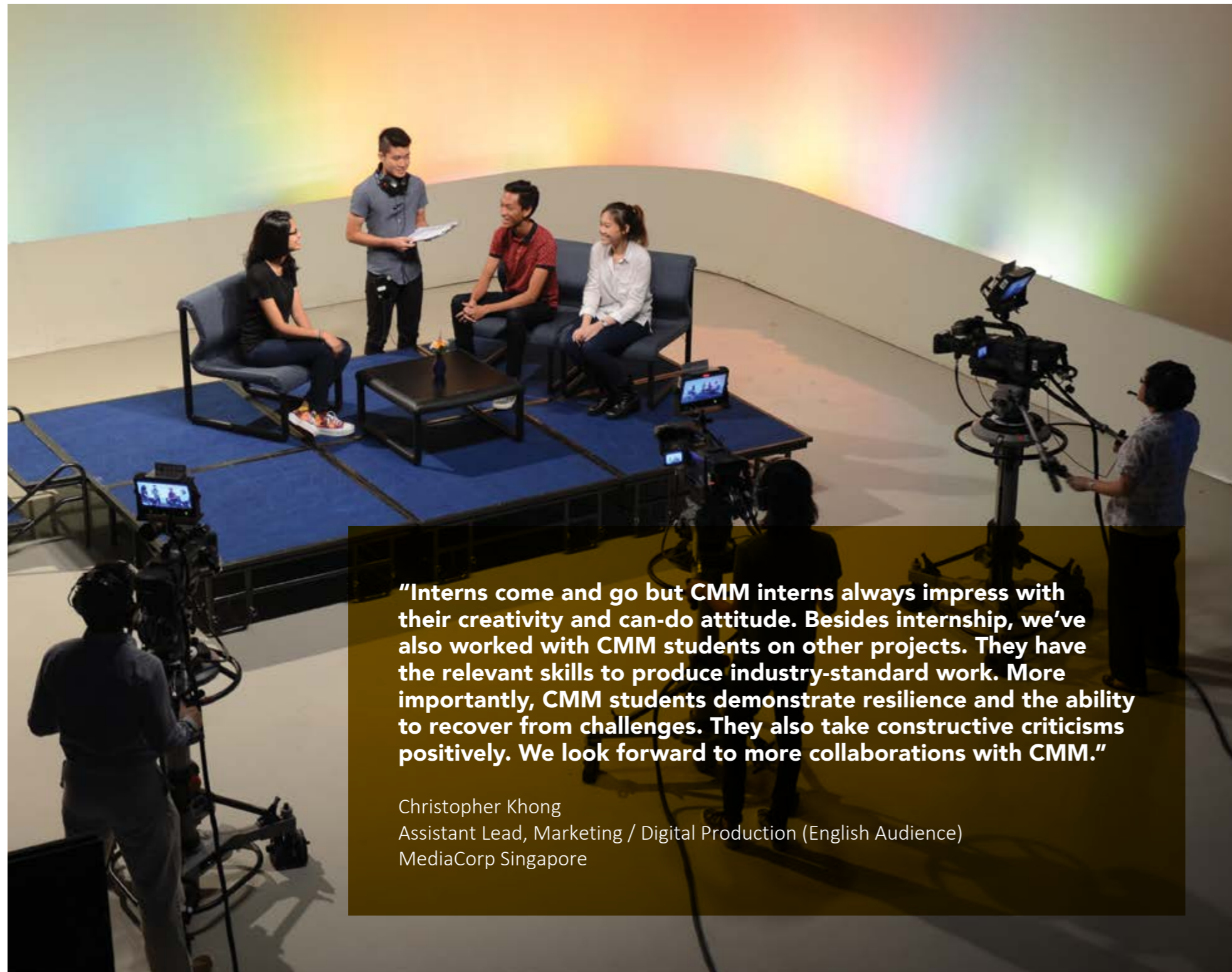
DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1010	Business Technology & Analytics	1	4
BEC1007	Business Economics	1	4
BEC1008	Economics in a Globalised World	1	4
BLM1007	Business Law	1	4
BLO1001	Business Statistics	1	4
BRM1005	Marketing Fundamentals	1	4
BAF2002	Business Finance	2	4
BAF2008	Management Accounting	2	4
BBS2001	Human Resource Management	2	4
BBS2009	Managing Small & Medium Enterprises	2	4
BBS3010	Enterprise Business Plan	3	4
BMK3005	International Business	3	4

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Banking & Finance Elective Cluster</u>			
BAF2006	Fundamentals of Investment	2	4
BAF2007	International Finance	2	4
BAF2021	Personal Financial Planning	2	4
BAF2024	Banking Products & Services	2	4
BAF3016	Security Analysis & Portfolio Management	3	4
BAF3021	Risk Management	3	4
<u>Digital Business Innovation Elective Cluster</u>			
BBT2004	Enterprise Resource Management	2	4
BBT2006	Customer & Social Media Analytics	2	4
BBT2007	Business System & Innovation	2	4
BBT2008	E-Commerce & Digital Marketing	2	4
BBT3011	Business Development in IT	3	4
BBT3012	Innovation Practicum	3	4
<u>Human Resource Management & Development Elective Cluster</u>			
BBS2010	Talent Acquisition & Management	2	4
BBS2012	Total Rewards Management	2	4
BBS2016	Learning & Talent Development	2	4
BBS2017	Employment Laws	2	4
BBS3012	Global Human Resource Management	3	4
BBS3013	Human Resource Management in Practice	3	4
<u>International Business & Entrepreneurship Elective Cluster</u>			
BAF2007	International Finance	2	4
BBS2013	Startup Launchpad	2	4
BBS2014	Strategies in e-Business	2	4
BBS2015	Business in Asia	2	4
BBS3005	Product Development & Innovation	3	4
BLO3015	Global Trade & Singapore Logistics	3	4
<u>Diploma Elective Subjects</u>			
BMK2017	Consumer Insights	2	4

Communications & Media Management



“Interns come and go but CMM interns always impress with their creativity and can-do attitude. Besides internship, we’ve also worked with CMM students on other projects. They have the relevant skills to produce industry-standard work. More importantly, CMM students demonstrate resilience and the ability to recover from challenges. They also take constructive criticisms positively. We look forward to more collaborations with CMM.”

Christopher Khong
Assistant Lead, Marketing / Digital Production (English Audience)
MediaCorp Singapore

This course prepares you for careers in the dynamic media and communication industry. Besides hands-on training, you will acquire conceptual and strategic knowledge which combines the practical skills and business considerations that are applicable to the media industry. This is highly relevant as it offers a holistic and multi-dimensional understanding of how the media sector operates and functions.

Our uniqueness is in incorporating business content into the curriculum where you can integrate the technical skills with business knowledge for a holistic understanding of media operations and considerations, which are qualities that are highly sought after by the industry.

One of our key strengths is our good network with the industry. Through our strong industry partnerships, you will have opportunities to work on real clients projects. Our facilities are compatible to the industry to ensure your relevance to industry needs.

The curriculum is well-paced, starting with the learning of basic concepts to build your foundation. This is followed by more hands-on skills that includes cross-platform integration. In your final year, you will learn to better integrate the concepts and technical skills through Major Project and

a six-month internship in a broad range of organisations including international media & PR companies, listed corporations, reputable private firms and the public sector.

Your learning is enriched with out-of-classroom activities where you will visit media companies and obtain insights from the industry experts. Some of the media events that our student journalists had attended include the F1 race, movie galas, red-carpet events, 987FM parties, concert backstage previews and media conferences. During these events, our students got to interview VIPs such as ministers and celebrities.

The comprehensive learning experience you get will develop you into a well-rounded student so that when you graduate, you will be able to function effectively as a media and communication specialist in any media-related field including print, broadcast and digital media.

Career Opportunities

Besides the mass media, graduates are likely to find employment in areas such as broadcast and digital production, new media production, public relations, advertising and promotions, corporate communications, as well as, marketing communications.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Core Subjects : 84 credit units

Total Credit Units Completed : 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3026	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BCM1006	Media & Society	1	4
BCM1014	Media Scriptwriting	1	4
BCM1015	Fundamentals of Journalism	1	4
BCM1016	Essentials of Graphic Design	1	4
BEC1007	Business Economics	1	4
BLM1007	Business Law	1	4
BRM1005	Marketing Fundamentals	1	4
BCM2019	Digital Journalism	2	4
BCM2020	Video Production	2	4
BCM2021	Introduction to Audio Production	2	4
BCM2022	Multi-Camera Production	2	4
BCM2023	Radio Studio Production	2	4
BCM2024	Media Research & Analysis	2	4
BCM2025	Photojournalism	2	4
BCM3011	Major Project	3	8
BCM3012	Digital Content Management	3	4
BCM3013	Digital Media Production	3	4

Culinary & Catering Management



"The Lo & Behold Group's vision is to develop the next generation of leaders in hospitality. To achieve this, we are constantly on the lookout for passionate professionals who share our love for the industry. The Diploma in Culinary & Catering Management produces graduates who are knowledgeable and truly passionate about what they do. We are happy to count many of them amongst our colleagues today."

Andrew Ing
Chief Operating Officer
The Lo & Behold Group

The course sets out to nurture aspiring chefs, train future restaurateurs and help you start up your ideal café. The food & beverage industry in Singapore and the region is set to grow in the next decade and beyond. Conceived against this exciting backdrop, this course will propel you into a rewarding and creative world with exciting career opportunities.

The course will groom your passion in the culinary, baking and pastry arts with our experienced lecturers and instructors, award-winning chefs and master chefs from the Culinary Institute of America. You will be well-equipped with business knowledge, culinary and service skills to enable you to operate food & beverage outlets, or manage your very own restaurant or café.

Be ready to learn about food science and product knowledge, gastronomy, wine and beverage and business management skills, and to develop an understanding of restaurant operations. At the core of the course, your culinary and service skills will be honed through hands-on practice in our modern kitchens and restaurants in our Temasek Culinary Academy.

The course also covers more advanced areas of study such as productivity and revenue management, food business innovation, and marketing for the restaurant and catering industries. In your senior year, you will undergo a 24-week internship to gain relevant industry experience in a commercial environment. Upon completion of the course, you will have multiple options to fulfil your culinary ambitions.

Career Opportunities

Our broad-based training grooms you to be highly versatile food & beverage professionals. Career opportunities include junior executive positions in food & beverage service, production and distribution in hotels, restaurants, cafés, catering companies and other food & beverage-related enterprises.

You will also have the option to further your studies in universities in Singapore and abroad with credit exemption or advanced standing. Our diploma is well-recognised by many renowned universities and institutions such as the Culinary Institute of America.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Subjects

Core Subjects : 64 credit units

Option Subjects : 16 credit units

Elective Subjects : min 4 credit units

Total Credit Units Completed : min 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Note:

- *As this course focuses on several aspects of food & beverage operations and management, the curriculum includes exposing students to a wide variety of food & beverage products including alcohol, meats (e.g. beef and pork) and their by-products. Our kitchens and restaurants are not Kosher or Halal certified. Although tasting is optional, students will be required to handle and serve these products, in addition to washing non-Kosher/ Halal equipment.*
- *Applicants with medical conditions and/or physical disabilities which affect best safety and sanitation practices or the wearing of prescribed uniforms should declare them and such applicants should submit a qualified doctor’s certification of fitness for enrolment.*
- *Students will also need to purchase cookbooks, uniforms, knife sets, etc., which are not included in the tuition fee.*

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3032	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BCC1001	Food Science & Product Knowledge	1	4
BCC1003	Introduction to Gastronomy	1	3
BEC1007	Business Economics	1	4
BLM1007	Business Law	1	4
BLO1001	Business Statistics	1	4
BCC2002	Food Safety & Hygiene	2	2
BCC3005	Marketing for Restaurant & Catering	3	4
BCC3006	Food Business Innovation	3	4
BCC3007	Food & Beverage Productivity & Revenue Management	3	4
<u>Culinary Option</u>			
BCC2001	Wine & Beverage	2	4
BCC2003	Food & Beverage Operations	2	4
BCC2006	Culinary Practicum (Western, Asian, Baking & Pastry, Garde Manger)	2	16
BCC2008	Food & Beverage Cost Management	2	3
BCC2009	Service Practicum	2	8
<u>Baking & Pastry Option</u>			
BCC2001	Wine & Beverage	2	4
BCC2003	Food & Beverage Operations	2	4
BCC2007	Baking & Pastry Practicum (Basic & Classic Cakes, Pastry & Desserts, Breads & Dough)	2	16
BCC2008	Food & Beverage Cost Management	2	3
BCC2009	Service Practicum	2	8

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS2013	Startup Launchpad	2	4
BLR2009	Events Operations & Management	2	4

Hospitality & Tourism Management



“To sustain Singapore’s competitiveness as a tourism destination, we will need a pipeline of talent with the right capabilities and passion to join the tourism sector. TP continues to be a valued partner in developing such talent and we look forward to them equipping future talent with industry-relevant skills and innovative qualities to meet the challenges of our dynamic tourism sector.”

Ong Huey Hong
Director
Hotels & Sector Manpower Development
Singapore Tourism Board

Singapore’s hospitality and tourism industries have experienced exceptional growth in recent years with further strong growth for Singapore and the Asia-Pacific region forecasted by the United Nations World Tourism Organisation. Against this backdrop, you can be assured that future career prospects within these thriving industries will be greatly promising.

The Diploma in Hospitality & Tourism Management is the pioneer polytechnic diploma in this field. You will gain access to a large faculty of subject experts with many years of industry experience as well as a large network of graduates. You will undergo a broad-based hospitality and tourism education with the opportunity to specialise in one of these three core areas: Hotel & Accommodation, Travel & Tourism or MICE & Events.

You will receive a diploma with a well-established reputation amongst our industry partners because of the differentiating factors within the course. These include your active engagement in practical, service training sessions in the Temasek Tourism Academy and at our contemporary training restaurant in the Temasek Culinary Academy, and mastering the finer points of etiquette and grooming.

You will also have the opportunity to be involved in our mentorship programmes with our industry partners. Your learning journey culminates in a 24-week internship at a company which you will be guided to select. This final milestone in your learning journey ensures that you will be in good stead to embark on a promising career in an area within the hospitality or tourism industry.

Career Opportunities

Having been groomed for junior executive positions, you can choose to work in virtually any service sector. Many of our graduates find employment with hotels, resorts, serviced residences, airlines, tour operators, leisure attractions, national tourism organisations, as well as businesses dealing with food services, events management, and exhibitions and conventions.

You will also have the option to further your studies in universities in Singapore and abroad with credit exemption or advanced standing. Our diploma is well-recognised by many renowned universities.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Subjects

Core Subjects : 77 credit units

Elective Subjects : min 6 credit units

Total Credit Units Completed : min 123 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3028	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

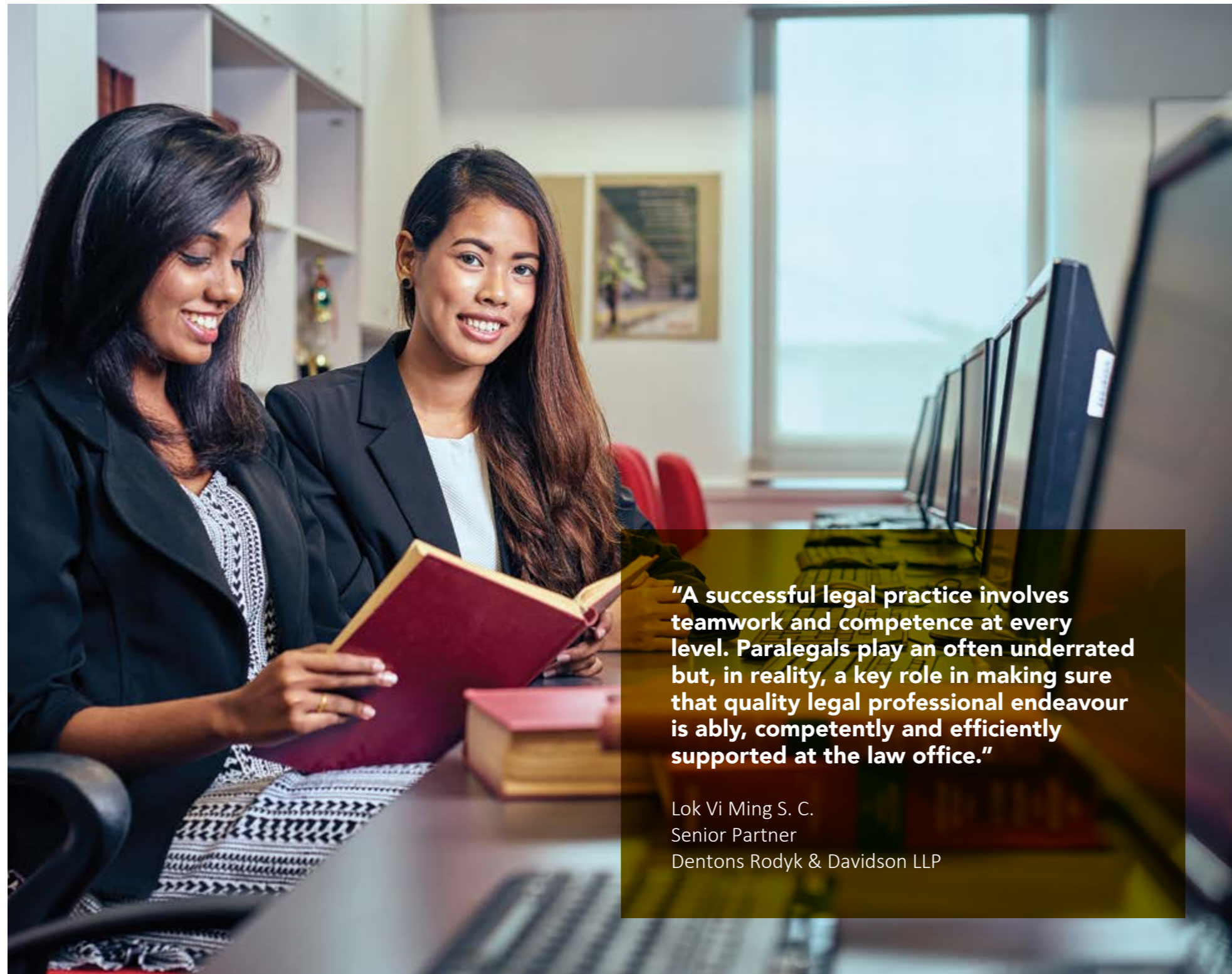
DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BCC1002	Fundamentals of Food & Beverage	1	4
BEC1007	Business Economics	1	4
BHT1010	Introduction to Hospitality & Tourism	1	4
BHT1019	Travel Geography	1	2
BLM1007	Business Law	1	4
BLO1001	Business Statistics	1	4
BHT2009	Service Skills Methodology	2	4
BHT2014	Principles of Marketing for Hospitality & Tourism	2	4
BHT2022	Business Etiquette & Service Excellence	2	3
BHT2023	Lodging Operations	2	4
BHT2025	Airlines Business Management	2	4
BHT2026	Travel & Tour Business	2	4
BHT3006	Destination Planning & Development	3	4
BHT3008	Meetings, Incentives, Conventions & Exhibitions	3	4
BHT3012	Contemporary Special Interest Tourism	3	4
BHT3015	Lodging Management	3	4
BHT3016	Hotel Revenue Management	3	4

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BHT2004	Culinary Science	2	4
BHT2015	Ticketing & Reservations	2	3
BHT2024	e-Business in Hospitality & Tourism	2	3
BLR2004	Introduction to Gaming Operations	2	3
BLR2005	Tourism, Culture & Society	2	3

Law & Management



"A successful legal practice involves teamwork and competence at every level. Paralegals play an often underrated but, in reality, a key role in making sure that quality legal professional endeavour is ably, competently and efficiently supported at the law office."

Lok Vi Ming S. C.
Senior Partner
Dentons Rodyk & Davidson LLP

This course provides you with legal and management knowledge and skills to function as paralegal professionals in the local and global arena.

The course equips you with relevant skills and knowledge to work in the legal arena, including the general management, administration and day-to-day running of a law office or legal department. You will be equipped with cutting-edge information technology skills for the legal environment and be exposed to hands-on training through projects, assignments and through the Student Internship Programme. In using the Problem-based Learning (PBL) approach, the course will develop the capacity for independent learning, and instil the spirit of professional ethics and integrity in you. It also develops your creative problem-solving and analytical skills, your oral and written communication skills, as well as your interpersonal and teamwork skills.

You will study a wide range of substantive and procedural law subjects. Besides PBL, you will study various procedural law subjects using the Real Environment Active Learning (REAL) approach which promotes active learning by simulating the actual work environment of the legal profession.

The subject Management of Law Office & Court Technology taught in your Senior year will reinforce the management and legal issues learnt over the previous two years.

Career Opportunities

Graduates are well-placed to find employment as office administrators and paralegals in law firms, government agencies and legal departments of large organisations. You will assist lawyers in legal work such as drafting of documents, legal research and in day-to-day management and administration.

The diploma is recognised by the National University of Singapore, the Singapore Management University, Singapore University of Social Sciences, various United Kingdom, Australian and New Zealand universities as an entry qualification into their LLB programmes. In addition, many overseas universities also accord our graduates advanced standing towards their non-law degree courses.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 36 credit units

Diploma Core Subjects : 84 credit units

Total Credit Units Completed : min 120 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

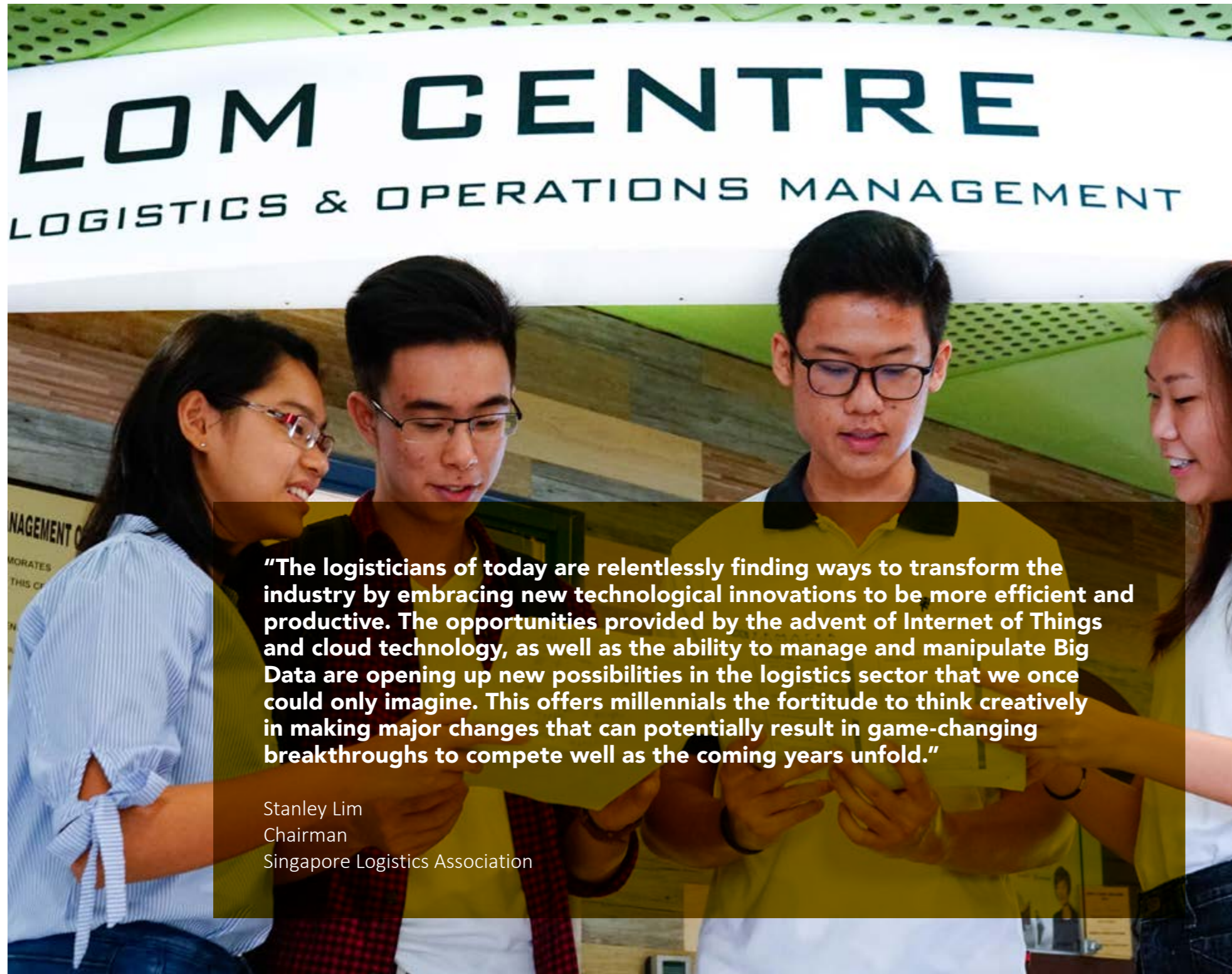
TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3024	Student Internship Programme	3	12	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BEC1007	Business Economics	1	4
BEC1008	Economics in a Globalised World	1	4
BLM1001	Criminal Law	1	4
BLM1002	Law of Tort	1	4
BLM1006	Legal Skills	1	4
BLM1008	Legal Systems	1	4
BLM1009	Legal Methods	1	4
BRM1005	Marketing Fundamentals	1	4
BLM2003	Family Law	2	4
BLM2004	Law of Contract	2	4
BLM2009	Company Law	2	3
BLM2010	Conveyancing Law & Procedure	2	4
BAF3004	Company & Partnership Accounts	3	3
BLM3006	Corporate Governance & Compliance	3	3
BLM3008	Intellectual Property	3	4
BLM3013	Trusts, Wills & Probate	3	3
BLM3017	Criminal Procedure	3	4
BLM3018	Management of Law Office & Court Technology	3	4
BLM3019	Civil Procedure	3	4

Logistics & Operations Management



"The logisticians of today are relentlessly finding ways to transform the industry by embracing new technological innovations to be more efficient and productive. The opportunities provided by the advent of Internet of Things and cloud technology, as well as the ability to manage and manipulate Big Data are opening up new possibilities in the logistics sector that we once could only imagine. This offers millennials the fortitude to think creatively in making major changes that can potentially result in game-changing breakthroughs to compete well as the coming years unfold."

Stanley Lim
Chairman
Singapore Logistics Association

Any company that is involved in making, storing or selling a product, or providing a service, needs people with knowledge and skills in logistics and operations. The employment opportunities and career prospects are abundant as organisations extend their geographical reach and influence. Companies need trained people who understand the nature of logistics and supply chain in an increasingly connected world.

Besides TP Fundamental (TPFun) subjects that aim to nurture you as a Lifelong Learner, Future-oriented Creator and Values-centred Leader, the course provides you with relevant knowledge and up-to-date skills for the exciting logistics industry.

The course provides you with a strong business foundation in the Freshmen year through subjects such as Business Accounting, Business Technology & Analytics, Business Statistics, Business Economics, Economics in a Globalised World, Principles of Management and Marketing Fundamentals. In the Junior year, you will develop core Logistics & IT competencies through both quantitative and qualitative subjects such as Supply Chain Management & Technology, Operations Management, Purchasing Principles & Practice, Quantitative Analysis for Business, Distribution Centre

Management, Materials Management, Transport & Freight Management, International Freight Practices, Enterprise Resource Management and Business Process Management & Simulation.

In order to help you consolidate your learning of relevant knowledge, integrate the skills acquired from the course, and to better prepare for the practicality of logistics and operations activities in the real world, you will be required to participate in the 20-week SIP and to undertake an industry-based project in your Senior Year. To broaden your international trade knowledge and entrepreneurial skillsets in a globalised economy, you will also be introduced to International Finance and can opt for an elective in Business Startup Launchpad, Marketing Account Management or Data Mining & Social Media Analytics.

The overall emphasis of the training is guided by a practical approach, which relies on up-to-date computer-based learning materials and methodologies, and software application packages used in the industry to enhance digital literacy. You will also develop communication, interpersonal, team and problem-solving skills.

Career Opportunities

The multi-disciplinary nature of the course prepares you for a wide range of career opportunities with local and multinational businesses in industries with Logistics & Supply Chain operations such as freight forwarders, shippers, retailers, hospitals, banks and manufacturers. Entry level positions include Business Analyst, Buyer, Purchasing Officer, Customer Service Officer, Import/ Export Coordinator, Inventory Controller, Operations Executive, Supply Chain Analyst, Transport Executive and Warehouse Executive. Besides opportunities in the logistics industry, you can also explore other career opportunities in the Trade & Connectivity cluster including wholesales trade and transport sectors.

You will be well-prepared to pursue your passions or further skills-deepening opportunities in post-diploma programmes such as the Earn & Learn Programme in logistics and other related sectors, or undergraduate courses with universities.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 24 credit units

Diploma Subjects

Core Subjects : 80 credit units

Elective Subjects : 4 credit units

Total Credit Units Completed : min 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3031	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BEC1007	Business Economics	1	4
BEC1008	Economics in a Globalised World	1	4
BLO1001	Business Statistics	1	4
BRM1005	Marketing Fundamentals	1	4
BAF2007	International Finance	2	4
BBT2004	Enterprise Resource Management	2	4
BLO2004	Operations Management	2	4
BLO2005	Purchasing Principles & Practice	2	4
BLO2010	Distribution Centre Management	2	4
BLO2011	Materials Management	2	4
BLO2013	Supply Chain Management & Technology	2	4
BLO2014	Quantitative Analysis for Business	2	4
BLO2015	Transport & Freight Management	2	4
BLO3016	International Freight Practices	3	4
BLO3023	Business Process Management & Simulation	3	4
BMP3007	Major Project	3	8

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS2013	Startup Launchpad	2	4
BBT2005	Data Mining & Social Media Analytics	2	4
BMK2021	Marketing Account Management	2	4

Marketing



“We are deeply impressed by your students’ high creative energy, strong problem-solving skills, and great enthusiasm. Their proposal to market the PASSION POSB MasterCard® Debit Card to the youth segment is truly insightful and relevant. This is a testimony to the success of your course in equipping students with the critical competencies to meet the dynamic needs of our industry”

Mr Sayvious Ong
Vice President & Head of Debit Cards
DBS Bank Ltd

Marketing is one of the most exciting, creative and important aspects of any business practice. It plays an important role in today’s highly competitive environment and expertise in this field is required in companies ranging from airlines, banks, F&B, government ministries, hotels, retail and business to business organisations.

This course provides you with practical and innovative learning experiences to prepare you for a future career in various areas of marketing such as marketing communications, branding, digital & social media marketing, events management, e-commerce & retail marketing. You will first gain a fundamental understanding of the business environment, then develop functional competencies in marketing and, in your final year, get prepared for entry into the marketing profession.

Through activities such as client-based projects, overseas study trips, local field trips, industry talks and enrichment workshops, you will see the transition of theories to the practicalities of the real world. You will have the opportunity to sharpen your marketing skills at our well-equipped learning enterprises – BrandStudy and 1st Avenue.

Career Opportunities

The Diploma in Marketing opens the door to a variety of professional marketing opportunities. As students are trained to be creative problem solvers with strong presentation skills, employment prospects are bright in a wide range of challenging fields such as branding, advertising, marketing communications, digital marketing, events marketing, public relations, F&B, retail, trade and consumer sales and marketing. Graduates can also use their skills to be an entrepreneur and market their own products and services!

Graduation Requirements

Cummulative Grade Point Average : Min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Subjects

Core Subjects : 60 credit units

Elective Subjects : 24 credit units

Total Credit Units Completed : Min 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

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For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3033	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BEC1007	Business Economics	1	4
BEC1008	Economics in a Globalised World	1	4
BLO1001	Business Statistics	1	4
BRM1005	Marketing Fundamentals	1	4
BMK2016	Marketing Analytics	2	4
BMK2017	Consumer Insights	2	4
BMK2018	Integrated Marketing Communications	2	4
BMK2019	Creative Marketing Project	2	4
BMK2023	Digital & Social Media Marketing	2	4
BMK3015	Major Project	3	8
BMK3016	Branding	3	4

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Branding & Digital Marketing Cluster</u>			
BMK2020	Experiential Marketing	2	4
BMK2021	Marketing Account Management	2	4
BMK2022	Product & Services Marketing	2	4
BMK2024	Marketing X Project	2	4
BMK3017	Public Relations in Practice	3	4
BMK3018	Contemporary Topics in Digital Marketing	3	4
<u>E-Commerce & Retail Marketing Cluster</u>			
BMK2026	Enterprise Operations Management	2	4
BMK2027	Merchandise Buying	2	4
BMK2028	Retail Logistics & Technology	2	4
BMK2029	Retail Marketing X Project	2	4
BMK3020	Business Development	3	4
BMK3021	E-Commerce Management	3	4

Subject Synopses

BAF1010 Business Accounting

This subject provides you with an understanding of the core accounting principles underlying accounting practice; from the preparation of accounting entries to the financial statements of businesses. It also focuses on how various businesses report the results of their activities in the financial statements.

BAF1011 Cost & Management Accounting 1

This subject focuses on the use of accounting information for management planning decisions with emphasis on product costing. Topics covered will include elements of costing, activity-based costing and activity-based management, absorption and variable costing, and cost-volume-profit analysis.

BAF1012 Financial Accounting

This subject builds on the foundation laid in Business Accounting. You will learn how to determine business profits under the accrual accounting system, and to account for business assets namely non-current assets, cash and inventory. The subject will also equip you with the concepts of accounting for partnerships.

BAF2002 Business Finance

This subject provides you with a basic understanding of the sources and allocation of funds within a business enterprise and the tools and techniques used by the financial manager in the management of funds and other financial resources.

BAF2005 Cost & Management Accounting 2

This subject focuses on the use of accounting information for planning, control and decision making. Topics covered include relevant costing, performance evaluation, transfer pricing and budgetary control.

BAF2006 Fundamentals of Investment

This subject provides a framework for understanding and analysing securities, and covers the key institutional features and theories of investment. Topics covered include the investment environment, return and risk in an investment setting, common stocks, fixed-income securities and alternative investments.

BAF2007 International Finance

This subject equips you with the practices of financial institutions, exporters and importers in international trade and introduces you to swaps, options and other instruments available for businesses in hedging foreign exchange and interest rate risks.

BAF2008 Management Accounting

This subject introduces you to the use of accounting information as a management tool in planning and control, short term decision-making and divisional performance evaluation. Basic management accounting tools and techniques such as budgeting, break-even analysis, relevant costing and performance measurement concepts will be covered.

BAF2011 Company Accounting

This subject introduces you to the fundamentals of accounting for companies. It will cover accounting for share and debt capital, and principles in selected Financial Reporting Standards (FRS) such as revenue recognition, property, plant and equipment, provisions, contingencies and events after reporting period. A framework for preparing a set of statutory financial statements will also be discussed.

BAF2018 Fundamentals of Taxation

This subject gives you an understanding of the Singapore Income Tax laws and practices and how these are applied to companies, individuals and other taxable persons. The computation of adjusted trade profit, capital allowances, personal reliefs and income tax liabilities will be discussed.

BAF2021 Personal Financial Planning

This subject introduces you to personal financial planning. It covers the key aspects of financial planning, encompassing cash and credit management, investment planning, insurance planning, retirement planning, tax planning and estate planning.

BAF2022 Information Systems & Financial Analytics

This subject introduces you to the framework of accounting information systems and the operations and controls in a typical business cycle. It also examines developments affecting accounting systems and data analytics. You will be equipped with the skills in using an accounting software and in performing financial analytics.

BAF2023 Auditing

This subject introduces the fundamental concepts of auditing within the audit framework, and the principles of corporate governance and professional ethics. It also provides a practical learning experience in which you will apply audit principles and techniques in simulated individual and group audit assignments. The aim is to prepare you for employment in professional firms where you will be able to handle various aspects of an audit assignment.

BAF2024 Banking Products & Services

The subject introduces the regulatory and operational demands associated with the delivery of banking products and services. In addition, the subject focuses on how such products are marketed in the Singapore context, covering issues such as pricing and promotional strategies in the marketing plan.

BAF2025 Corporate Reporting

This subject equips you with the basic skills in preparing and presenting consolidated financial statements. It will also expose you to further principles in Financial Reporting Standards (FRS) such as that related to investment property and financial instruments.

BAF3004 Company & Partnership Accounts

This subject covers the accounting requirements with regard to partnerships and companies. You will also learn the procedures to account for the legal profession in the preparation of Solicitors' Accounts.

BAF3008 Financial Analysis

This subject covers the application of financial analysis for investment, management and credit decision-making. You will learn how to review annual reports together with other sources of information and analyse company performance in the light of industry and economic conditions.

BAF3014 Practice of Taxation

This subject builds on the principles and concepts acquired from Fundamentals of Taxation. The calculation of benefits in kind for individuals, taxation treatment of partnerships, common investment incentives for companies, double taxation reliefs and distribution of corporate profits are covered.

BAF3016 Security Analysis & Portfolio Management

This subject focuses on the application of financial tools and techniques to make decisions in selecting a portfolio of securities that meet a company's predetermined set of financial goals, especially in the investment of funds. Topics to be covered include security analysis and valuation, modern portfolio theory and formulation of investment policy.

BAF3019 Advanced Accounting

This subject equips you with advanced concepts and principles in Financial Reporting Standards (FRS) such as leases, effects of changes in foreign exchange rates, changes in accounting policies, estimates and errors. You will also learn advanced principles and techniques in the consolidation of group financial statements.

BAF3021 Risk Management

This subject introduces you to the major risk areas that businesses and financial institutions face. It will provide you with a framework for the identification and assessment of credit risk, market risk and operational risk; and outline the positive impact that good corporate governance and culture have on development of robust risk management practices.

BBS1001 Principles of Management

This subject covers the key management functions of planning, organising, leading and controlling. The subject addresses the impact of environmental factors that affect business, the relevance of corporate social responsibility and business ethics, and international management in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.

BBS1002 Organisational Behaviour

This subject provides you with an introduction to the key determinants of human behaviour at the individual, group and organisational levels. The subject addresses the impact of personality perception, motivation and behavioural modification at the individual level. It emphasises the roles of conflict management, group dynamics, leadership, power and politics at the group level as well as the influence of organisational system variables at the organisational level.

BBS2001 Human Resource Management

This subject covers the impact of human resources on organisational effectiveness as well as the human relations skills and knowledge as future line managers/supervisors in order to be effective in managing their subordinates.

BBS2009 Managing Small & Medium Enterprises

This subject provides you with an overview of the challenges faced by SMEs in Singapore. The subject emphasises on effective marketing, financial, operational and Information & Communication Technology (ICT) management, as well as government assistance programmes that can impact and streamline SMEs for growth and overseas expansion.

BBS2010 Talent Acquisition & Management

This subject focuses on talent acquisition and management concepts and practices. It aims to provide students with practical knowledge of human resource planning, fair employment practices, different work passes for foreign employees, human resource information system and work-life integration. In addition, the subject covers the impact of talent acquisition and management on organisational productivity and business success.

BBS2012 Total Rewards Management

This subject focuses on total rewards management concepts and practices. The subject covers components of an effective performance management system and key elements of total rewards management such as compensation management, pay-for-performance and employee benefits. An understanding of these concepts will equip students with knowledge of how total rewards strategy can help organisations to attract, motivate and retain employees.

BBS2013 Startup Launchpad

This subject focuses on the process to build a successful startup in today's fast changing business landscape that includes disruptive technologies and emergence of sharing economy. It will explore areas such as opportunity recognition, value proposition, customer validation and testing of startup idea.

BBS2014 Strategies in e-Business

This subject focuses on the business management and strategic aspects of setting up and running of e-businesses, covering areas such as the development of e-business, technology, crowdfunding, marketing and models and competitive advantages associated with e-business strategies and implementation.

BBS2015 Business in Asia

This subject provides you with an overview of the opportunities and challenges confronting businesses in the dynamic Asian business environment. It covers the business strategies companies can undertake to address the environmental challenges and the developing consumer and technology trends in Asia.

BBS2016 Learning & Talent Development

This subject focuses on learning and talent development concepts and practices. The subject covers learning needs analysis, design implementation and evaluation of a learning programme and career development. An understanding of these concepts will help students understand the importance of learning and talent development to improve individual and organisational performance.

BBS2017 Employment Laws

This subject provides an overview of the major local employment laws and their impact on employee and industrial relations. The subject also cover various government initiatives, tripartite guidelines and dispute resolution to promote good employment relations practices.

BBS3005 Product Development & Innovation

This subject provides you with an overview of the key process skills required for product development and innovation in today's business environment. The subject covers methods to transform exciting ideas into successful new products as well as the systems appropriate for innovation and new product development. It also covers the process for entrepreneurs to exploit change with the intention of practising the processes behind developing new products.

BBS3010 Enterprise Business Plan

This subject covers the essentials of a business plan. The subject highlights the impact of the markets, competitors as well as business strategies on businesses. It addresses the roles of operations and management team, the significance of financial forecasts and financing requirements to the organisation.

BBS3012 Global Human Resource Management

This subject covers the impact of human resources management in globalised organisations. It includes major aspects of an organisation's human resource functions and processes on a global scale. It equips students with the knowledge and skills to become an effective Human Resource practitioner.

BBS3013 Human Resource Management in Practice

This integrated subject bridges the gap between theory and practice in the field of human resource. It aims to provide students with practical experience in identifying, analysing, and solving contemporary human resource issues. The subject builds essential skills in managing human resources in a diverse environment. Students develop their career-readiness by demonstrating their abilities to apply human resource knowledge and skills to manage human resource challenges faced by organisations.

BBT1006 E-Business Management

This subject covers the different types of e-commerce models, namely Business-to-Consumer, Business-to-Business and Consumer-to-Consumer. You will learn how companies adopt various business & marketing strategies as well as technologies to do business online, which include key concepts such as Internet marketing, customer relationship management and electronic payment systems. You will use an appropriate software to understand how an e-commerce system helps support B2C sales.

BBT1010 Business Technology & Analytics

This subject covers fundamental computing and data analytics skills for businesses. A strong emphasis is placed in exposing students to office productivity tools which can aid in decision making as well as solving business problems through data manipulation, modelling and visualisation.

BBT2002 Open Technology & Business Systems

This subject covers the characteristics of open information technologies. The subject builds upon your understanding of general business functions, leading to an understanding of the use of open technologies in business systems. You will be exposed to procedures, standards and practices in open technologies, and use an open-source language to build an application.

BBT2004 Enterprise Resource Management

This subject dwells on Enterprise Resource Planning (ERP) system, a powerful tool that seamlessly integrates the various functional modules in an enterprise. You will get to see how data sharing in real time throughout a company's functional areas increases the efficiency of operations and helps managers make better decisions. You will understand the value of ERP systems to supply chain management and business intelligence. A popular cloud-based ERP software will be used for hands-on exercises.

BBT2005 Data Mining & Social Media Analytics

This subject equips you with the knowledge and skills to perform knowledge discovery using a software. You will be able to apply what you have learned by helping companies gain insight into their customers and helping companies effectively use social media to market their businesses.

BBT2013 Financial Technology

This subject focuses on how Fintech pushes the envelope in the financial services industry. You will be exposed to real-world Fintech scenarios through case analysis as well as practical knowledge of emerging technologies such as Blockchain and Artificial Intelligence through hands-on training. To consolidate your knowledge, you will develop a Fintech idea and build a prototype.

BBT3005 Business Information Systems Security & Audit

The main focus of this subject is to provide you with an understanding of information security with respect to information systems. It highlights the main principles of information security, introduces the different aspects of information security management and provides a high level view of computer forensics analysis. This subject also draws attention to the current industry practices, government policies and future trends by looking at certification, audits and plans that businesses are working on.

BBT3006 Business Strategies in Information Technology

This subject seeks to reinforce and consolidate the knowledge you have acquired in common business modules by applying them in the context of technology products and IT service companies. You will be taught sales force management, marketing, business development and other related strategies in IT companies. You will also learn the various stages of entrepreneurship, start-up financing, and strategies for start-up and growth. Through case studies and role plays, you will be exposed to contract management, negotiation, pricing, business proposal preparation and other common business activities in the IT industry.

BBT3007 Outsourcing Management

This subject provides you with an understanding of the basic concepts of outsourcing, the trends of outsourcing, the processes involved, and the business advantages that can be obtained. Organisations may seek benefits beyond cost cutting, such as service improvements and radical transformation, although this carries with it associated risks and challenges. You will learn about risk management in a rapidly changing business and IT landscape. This subject will cover both operational issues and strategic risks of IT outsourcing and multi-sourcing.

BBT3008 Business Intelligence

This subject aims to further your knowledge and understanding of the tools and techniques to support executive decision-making and manage business performance. It equips you with skills in using online analytical processing tools, visualisation tools, as well as advanced data mining techniques to bring about business intelligence for companies. It also examines the role that business intelligence plays in customer relationship management and explores trends affecting the future of business intelligence.

BBT3009 Enterprise Applications

This subject equips you with the knowledge to successfully plan, design and use different enterprise applications in any organisations. You will be kept abreast on how enterprise system vendors quickly adapt their systems to take advantage of the latest technologies like open systems, client/server technologies and cloud technologies. You will have a chance to integrate web-based ERP, SCM and CRM systems and see the integration within and beyond the organisation.

BBT3010 Project Management

This subject covers the knowledge, principles and processes that are fundamental for project management. You will be exposed to best practices and different knowledge areas of project management, which involves time, scope, cost and quality management in a project. A project management tool will be used in the course for you to apply your project management skills learned. This will prepare you for your future roles as a project management associate and project team member.

BCC1001 Food Science & Product Knowledge

This subject provides you with the essential knowledge about food products, such as fruits, meats, vegetables, herbs and spices, used in the culinary and catering industry. Topics such as origin, classification, characteristics, storage, quality criteria, usage and nutrition will also be covered. You will also be introduced to wine and other alcoholic and non-alcoholic beverages from a food-harmony perspective. To encourage a thirst for knowledge and continuous improvement, food and beverage trends will also be discussed.

BCC1002 Fundamentals of Food & Beverage

This subject introduces you to the fundamentals in food and beverage, which is essential knowledge in the catering business. You will learn about the various types of food, including the selection criteria for quality food and current food trends as well as the different types of alcoholic and non-alcoholic beverages. Essential knowledge on nutrition and correct hygiene practices are also covered.

BCC1003 Introduction to Gastronomy

This subject covers an introduction to the social, historical and cultural forces that have affected culinary professions, traditional foodways and how these traditions have evolved into the professional environment of the food service industry today.

BCC2001 Wine & Beverage

This subject provides you with a broad understanding of wine and beverages. Topics covered include non-alcoholic beverages, fermented beverages, fortified and aromatised beverages, distilled beverages, compound beverages, mixed beverages and all major wine regions and their wines. You will also be able to appreciate the concepts of responsible service of alcohol, the effects of alcohol on the human body and mind, as well as food and wine harmony.

BCC2002 Food Safety & Hygiene

This online subject introduces you to food production practices which are governed by regulations. Topics include hazards control; contamination prevention; pathogens and their characteristics; personal, food and environmental hygiene practice; food safety procedures and HACCP procedures; food flow and food quality management; cleanliness and sanitation; as well as pest management, accident prevention and crisis management.

BCC2003 Food & Beverage Operations

This subject introduces you to all aspects of food and beverage operations. Historical influences and future trends in the industry will be discussed in the context of how they affect the business today. The steps to opening a restaurant will be covered. These include location selection, interior design and menu planning, as well as day-to-day operational concerns such as hygiene and sanitation, marketing, staff scheduling, motivation and management, service styles, customer service issues, profit and loss statements and technological innovations. Current legal, human resource and licensing issues will also be discussed.

BCC2006 Culinary Practicum

This subject is an intensive 480-hour practical course on the fundamentals of Western cooking with elements of baking and pastry, as well as Asian cuisine. Not only are basics such as knife skills, stocks, sauces and cooking techniques covered in detail, there is also a strong focus on professionalism and developing the right service mind-set to excel in this exciting industry. You will be cooking in modern, fully-equipped kitchens for real paying customers dining in our on-campus restaurants.

BCC2007 Baking & Pastry Practicum

This subject covers an introduction into the theories and technical skills of the baking and pastry industry. Topics that will be introduced include the fundamentals: commercial food service, baking and pastry methodology; product knowledge (use of ingredients and their characteristics); usage of baking and pastry equipment and tools and process terminology. There will also be a focus on food safety and sanitation, food storage management, culinary math, recipe interpretation and execution.

BCC2008 Food & Beverage Cost Management

This subject covers areas that include the fundamentals and analysis of: operational profit & loss statement; recipe costing; food cost; the cost-volume-profit relationship (sales mix); purchasing and receiving; storing and issuing; food production management; monitoring of food and beverage operations; manpower costs (planning, allocation, rostering and training); and staff performance management.

BCC2009 Service Practicum

This subject gives you first-hand experience in operating food and beverage outlets that provide guests with information, products and services. In the process, you will learn how to provide excellent service in guest relations and food and beverage environments. This will be carried out with a focus on maximising guest satisfaction.

BCC3005 Marketing for Restaurant & Catering

This subject exposes you to the marketing theories and techniques employed in the restaurant and catering business. It prepares you for the working world by not only equipping you with examples of tried and tested marketing efforts, but also challenges you to exercise creativity and innovation by developing your own marketing plan for a restaurant or catering business.

BCC3006 Food Business Innovation

This subject covers the test-bedding of food business concepts developed in a previous subject Innovation and Entrepreneurship. It examines how a 'live' food business concept is planned, executed and managed. There will also be a focus on problem solving, negotiation techniques, and business administration.

BCC3007 Food & Beverage Productivity & Revenue Management

This subject equips you with the knowledge and skills to effectively manage restaurant revenue by using techniques such as yield management, cost control, menu planning and engineering, as well as marketing and sales.

BCM1006 Media & Society

The subject introduces you to the societal role played by the mass media as a cultural, social, informational, economic, political and educational force. It examines the inter-relationships of all media and their potential impact on the population.

BCM1014 Media Scriptwriting

This subject provides a foundation in the principles and concepts involved in writing script for the media. It explores the various stages of script writing which includes conducting research, conceptualising of ideas or stories and producing treatments which lend themselves for commercialisation. Key aspects on writing effective scripts, including the various script styles and format, will also be covered.

BCM1015 Fundamentals of Journalism

The subject is an introduction to the fundamentals of covering and writing news. It will encompass media literacy skills, quick identification of news events, efficient gathering of information and fast reporting on the various media platforms available.

BCM1016 Essentials of Graphic Design

This subject introduces you to the ideation, theories and practices of graphics design. It focuses on the fundamentals of design and process from conceptualisation, production to post-production. Other areas covered in the subject include basic photography and optimisation of graphics for traditional and digital platforms.

BCM2019 Digital Journalism

The subject is an introduction to the basics of digital news production. Through a multimedia approach, you will learn how to create quality journalistic content specifically for the digital platform, from planning, reporting, editing to determining the best use of digital and mobile technologies and tools.

BCM2020 Video Production

This subject focuses on production techniques and technology appropriate to video production. You will learn key aspects of producing a video, including infusing of content, technical and aesthetics concerns, production processes as well as strategic business framework. It is a guided process of transforming story ideas into effective video format.

BCM2021 Introduction to Audio Production

This subject covers concepts, tools and techniques needed to carry out essential audio operations. This includes the use of field and studio equipment as well as editing software for the production of audio clips. The use of audio for video will also be taught in addition to the commercialisation of audio materials.

BCM2022 Multi-Camera Production

This subject introduces you to the basics of multi-camera techniques, the principles and concepts of producing “live” broadcast, including interviews, and/or other related videos. The production of programmes follows a set of processes which includes basic multi-camera operations, lighting, audio, producing and directing. Demonstration of the multi-camera production process from pre-production to post-production will be covered.

BCM2023 Radio Studio Production

This subject covers radio presentation techniques and the use of radio as a means of fulfilling commercial objectives. You will be guided on basic radio presentation skills and the production of radio content through demonstrations and practices.

BCM2024 Media Research & Analysis

The subject provides you with an overview of research in the media industry, and its purposes and uses. You will explore a wide range of media research methods and their usefulness in helping businesses in decision-making. This includes the appreciation of appropriate tools that will help formulate sound recommendations that meet the organisation’s objectives.

BCM2025 Photojournalism

This hands-on subject provides an introduction to the theories and practicalities of photography and photojournalism. It focuses on the key aspects of lighting, exposure and composition techniques to produce impactful images. It will prepare you to make instant optical decisions during events or significant moments. Attention will also be placed on the use of narrative to pitch and tell compelling stories.

BCM3011 Major Project (Communications & Media Management)

This subject takes the form of a final project. It allows you to propose and develop deliverables that showcases the knowledge, skills and abilities that you have gained through the CMM course. Working in a team, you will be given the freedom to develop your project within a supervisory relationship with your lecturers. In addition, you will also document and reflect on your project outcomes. You will also be taught basic project management skills such as proposal planning and crafting, budget planning and management.

BCM3012 Digital Content Management

The subject will cover the management of digital content, which involves planning, production and delivery. It will also cover appropriate digital tools for different media channels and propose effective digital communication strategies for a business environment.

BCM3013 Digital Media Production

This subject builds on the fundamentals of basic media production such as photography, graphic design, audio and video production. It covers the integration of separate media elements to create moving images and effects to enhance visual storytelling. Combined with your communication skills, you will be able to produce effective content for their target audiences on a variety of devices.

BCS1011 Communication & Information Literacy

In this subject, you will learn how to conduct research for relevant information and validate information sources. You will also learn to recognise and avoid plagiarism, and follow standard citation and referencing guidelines when presenting information. In the course of learning, you will be required to plan, prepare and present information appropriately in written and oral form. You will also be taught to consider the **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) when writing and delivering oral presentations.

BCS1012 Workplace Communication

In this subject, you will be taught how to conduct effective meetings while applying team communication strategies and the skills for documenting meeting notes. You will be required to write clear emails, using the appropriate format, language, tone and style for an audience. You will also be taught to communicate appropriately in and for an organisation when using various platforms. In all aspects, the principles of applying **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) will be covered.

BCS1013 Persuasive Communication

In this subject, you will be taught how to use persuasive language in written documents. You will be required to use information to your advantage to verbally communicate and convince an audience about your idea, product or service. Skills such as persuasive vocabulary, language features, graphical illustrations, tone and style would also be covered. The **M**essage, **A**udience, **P**urpose and **S**trategy (MAPS) will also be applied when engaging in verbal and written communication.

BEC1007 Business Economics

The subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand and supply, elasticity, market competition, product differentiation. The subject includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.

BEC1008 Economics in a Globalised World

This subject provides an understanding of the broad framework in which economies operate in a global and interconnected world. Concepts covered thematically include: Measuring economic performance using GDP, Inflation, Unemployment and the AD-AS model; International Trade and Foreign Exchange; the Role of Governments and fiscal & monetary policies.

BGS1002 Global Studies

This subject provides essential skills and knowledge to prepare you for an overseas experience. You will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, you will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment.

BGS1003 Managing Diversity at Work

This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender. A one week residential stay is mandatory for this subject.

BGS1004 Global Citizenship & Community Development

Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause.

BGS1005 Expressions of Culture

This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts.

BHT1010 Introduction to Hospitality & Tourism

This subject provides an overview of the multifaceted nature of the hospitality and tourism industry. You will gain an insight into how the key sectors are organised and structured and how they relate to each other as an industry. The concept of tourism demands and tourism consumer behaviour will be introduced. Lastly, you will explore trends, issues and challenges facing the industry.

BHT1019 Travel Geography

This subject approaches the study of key tourist destinations worldwide through an understanding of basic geographical characteristics and how these determine tourism resources in a country. It also highlights how these resources distinguish destinations and influence travel, and how travel, in turn, shapes the development of the tourism resources. Through e-learning, you will learn the framework on which you build your knowledge of world travel, explore techniques to enhance learning and build your confidence to sell destinations.

BHT2004 Culinary Science

This subject provides you with basic culinary and catering knowledge and skills, and the opportunity to apply these through operating a commercial kitchen. You will learn the key aspects of kitchen operations which include professionalism, safety and sanitation, kitchen equipment operation, technical Western culinary skills and teamwork.

BHT2005 Event Management

The subject introduces the scope of events and their application in the context of the tourism industry. From this macro perspective, you will build a foundation in event conceptualisation, development and production, covering topics such as marketing of events, human resource management and budgeting, and staging.

BHT2009 Service Skills Methodology

This subject gives you first-hand experience in operating a range of F&B outlets in their respective service styles. In the process, you will learn the technical skills required to provide efficient and competent service, as well as, how to provide elegant and gracious service to guests. This will be carried out with a focus on the mastery of basic technical skills such as wine service, order-taking and table setting. Maximising guest satisfaction through effective communication, attention to detail, creative and critical thinking skills will also be taught. The value of leadership and teamwork in running a successful food and beverage enterprise will be emphasised.

BHT2010 Special Interest Tourism

This subject provides an overview of the development of special interest tourism within the context of general tourism, as well as the factors responsible for the growth of special interest tourism. You will also explore the specific interest areas in terms of product development and marketing.

BHT2012 Travel & Leisure Business

The subject provides you with an overview of the travel and leisure business in the 21st century. Specifically, topics encompassing the components and structure, key dynamics and the environment, and issues facing the world's largest business will be covered.

BHT2014 Principles of Marketing for Hospitality & Tourism

This subject covers basic theories, concepts, and strategies applied in the marketing of hospitality and tourism products. Special attention will be given to marketing management issues surrounding the intangible nature of these products with key emphasis being placed on the importance of the service element.

BHT2015 Ticketing & Reservations

The subject looks at the reservation and ticketing of air products. You will be provided with an insight into how an itinerary is priced and tickets are issued. Hands-on learning is a feature of the subject as you will experience using a global distribution system programme such as the Amadeus Reservations System. Upon successful completion of the programme, you will be issued with a Certificate in Reservations and Ticketing that is recognised by the industry. The subject will also cover essential knowledge of the airline and travel industry.

BHT2022 Business Etiquette & Service Excellence

This subject focuses on two areas, the soft skills aspects of business and customer service. The former illustrates the importance of appropriate dressing, dining etiquette, cross-cultural psychology and skills necessary to make the transition from student academic life to the work place. The latter (service excellence) grooms you to be practical philosophers of customer service. You will be challenged to look beyond the service norms to achieve a much higher level of desired service.

BHT2023 Lodging Operations

This subject focuses on the fundamentals of lodging operations. It concentrates on the systems and procedures required to operate a lodging establishment. You will gain a clear understanding of the importance of lodging systems and its effect on operations. The focus will be on the integration of the front desk with other operating departments such as housekeeping, reservations, concierge, food & beverage outlets, accounting, engineering and sales/marketing. You will be able to apply knowledge gained to explore new and innovative ways of improving existing lodging operations and management.

BHT2024 e-Business in Hospitality & Tourism

This subject highlights how advancements in technology have shaped hospitality and tourism businesses. It also spots the trends in e-businesses and focuses on basic concepts such as e-customer relationship management and e-business planning and strategies.

BHT2025 Airlines Business Management

This subject will familiarise you with fundamental concepts on scheduled international air passenger transportation, and how the different components of this industry work together efficiently and effectively. Topics covered include an overview of the air transportation industry, airline marketing, airline operations and aircraft and route network.

BHT2026 Travel & Tour Business

The subject provides you with theoretical knowledge and foundational skills to manage travel and tour businesses in the area of itinerary planning and design, and tour coordination and operations. You will also be exposed to business travel and the critical role played by Travel Management Companies (TMC). This subject wraps up with a look at the emerging trends, issues and challenges and the technological impacts faced by the industry.

BHT3006 Destination Planning & Development

This subject examines the processes involved in planning and developing a tourist destination. It provides you with the skills and knowledge necessary to plan, develop, and manage natural, cultural and financial resources in an environmentally responsible manner. It also focuses on the benefits and impacts associated with tourism development, as well as the strategies to enhance the benefits and counter the adverse effects of tourism development.

BHT3008 Meetings, Incentives, Conventions & Exhibitions

You will be introduced to a variety of theories, concepts, and strategies applied in the context of meetings, incentives, conventions and exhibitions (MICE). The subject equips you with an awareness of the diversity of meetings and their roles and contributions in enhancing tourism and destination development. It provides a broad understanding of the planning process for MICE activities and the different relationships between industry parties involved.

BHT3012 Contemporary Special Interest Tourism

The subject provides an overview of the development of special interest tourism as a response to a more mature travelling public seeking a wide spectrum of experiences such as nature-based, cultural and heritage tourism. The factors responsible for the growth of special interest tourism, specific interest areas, strategies, policies, product development and marketing of this new and growing tourism sector will also be examined.

BHT3015 Lodging Management

This subject focuses on the fundamentals of lodging operations and management. It concentrates on the roles of the customer, operator and service provider. You will have a clear understanding of the importance of lodging systems and its effect on operations. The subject also provides an overview of the delivery management system. Emphasis will be placed on the property management and preventive maintenance systems as well as the distribution channel. There will be opportunities for you to apply knowledge gained within the area by exploring new and innovative ways to improve existing lodging operations and management.

BHT3016 Hotel Revenue Management

This subject provides an overview of revenue management as practised in lodgings as well as a review of the fundamental concepts of why, how and when to apply revenue management. Throughout the subject, you will have to integrate and apply your prior knowledge of other subjects to revenue management. You will then appreciate the role and importance of revenue management in the industry and its link to profitability. Case studies based on real-life scenarios will feature in the subject and enable you to practise the principles learnt in revenue management.

BIN1001 Innovation & Entrepreneurship

The Innovation & Entrepreneurship subject is designed for learners from all disciplines to embrace innovation in either their specialised fields or beyond. You will first learn the Design Thinking framework, where you will develop problem statements and ideate solutions. Next, you will discover the tools for prototyping and innovation, such as 3D printing and laser cutting, at TP's Makerspace+ facility. Finally, you will acquire commercial awareness through the LEAN Startup framework of idea crystallisation, prototype building, customer testing and validation, refinement of business model canvas, and crowdfunding or crowdsourcing avenues.

BLM1001 Criminal Law

This subject covers the law relating to criminal offences and defences. The focus is on identifying and understanding the elements of major offences and defences in the Penal Code with reference to decided cases. Criminal offences in other key legislation such as the Misuse of Drugs Act and the Women's Charter will also be dealt with.

BLM1002 Law of Tort

This subject covers the main areas of civil actions available to parties seeking civil redress. These include the laws relating to negligence, nuisance, defamation, assault and battery.

BLM1006 Legal Skills

The legal skills covered in this subject include statutory reading, legal case report reading, case summary writing, conducting client interviews, taking attendance notes, legal letter writing and drafting of legal opinions.

BLM1007 Business Law

This subject provides you with a working knowledge of the general principles of law that are important to business. Topics covered include contract, negligence, sale of goods, intellectual property and e-commerce.

BLM1008 Legal Systems

This subject introduces you to the concept of law and the legal system in Singapore. You will also learn about the respective roles and structures of the Executive, the Legislature and the Judiciary in Singapore.

BLM1009 Legal Methods

This subject introduces you to important legal methodologies such as legal thinking, legal research, case reading and statutory interpretation.

BLM2003 Family Law

This subject introduces the law relating to the family in Singapore. Topics covered include marriage, divorce, the maintenance of wife and children, custody of children, family violence, division of matrimonial assets and the maintenance of parents. Close attention will be paid to the Women's Charter and relevant cases.

BLM2004 Law of Contract

This subject provides an overview of the legal principles governing the formation of contracts, the rights and obligations created by certain types of clauses and the consequent remedies available to anyone who suffers a breach of contract. It also covers the major vitiating factors and the ways in which contracts can be terminated.

BLM2005 Legal Aspects of Business

This subject provides a working knowledge of the general principles of law that are important to business. Topics covered will include law of contract, sale of goods and intellectual property.

BLM2007 Legal Aspects of IT

The subject covers at an introductory level the law which is relevant to the information technology industry, and which an IT professional will be likely to apply in the course of his work or business.

BLM2009 Company Law

This subject provides a basic understanding of the law that governs and regulates companies. Topics include types of corporate entities, Memorandum and Articles of Association, directors' duties, rights of members, corporate finance, winding up and judicial management of companies.

BLM2010 Conveyancing Law & Procedure

This subject introduces the basic concepts relating to real property in Singapore and the procedural aspects connected with property transactions. You will learn topics connected with the ownership of land, registration systems, the law in relation to mortgages, landlords and tenants and strata titles. The procedures involved in the preparation of instruments for lodgement for such transactions will also be covered.

BLM3006 Corporate Governance & Compliance

This subject equips you with an understanding of basic principles for good corporate governance in private and listed companies, as well as the internal compliance adopted by companies to comply with applicable laws and policies. You will learn the law which governs and regulates companies in Singapore with particular emphasis on the practical and procedural aspects.

BLM3008 Intellectual Property

This subject covers the substantive law relating to main types of Intellectual Property Rights (IPRs) and includes Law of Confidence, Law of Passing Off, Law of Copyright, Law of Trade Marks, Law of Patents and Law of Designs. You will receive a brief introduction to the registration processes for trademarks and patents and to civil and criminal enforcements. You will also be given an overview of the Law of Information Technology, with reference to the Computer Misuse Act.

BLM3013 Trusts, Wills & Probate

This subject is a study of the law relating to trusts, wills, intestacy, probate and administration. Particular attention will be paid to drafting of wills and the procedures for obtaining grant of Letters of Administration and Probate.

BLM3017 Criminal Procedure

This subject deals with the procedure in respect of criminal matters, from arrest to criminal litigation and appeal. It covers the entire process of administering criminal justice and criminal litigation as provided for in the Criminal Procedure Code and portions of the Evidence Act, and trains you to assist a criminal lawyer effectively.

BLM3018 Management of Law Office & Court Technology

This subject will cover most aspects of running and managing a law office including the management of human resources, the office environment, work flow management, office automation, record and document management, logistical support, electronic filing and litigation support systems.

BLM3019 Civil Procedure

This subject introduces the litigation process from commencement of a writ action to enforcement of a judgement. It also covers the substantive legal principles underlying civil procedures and includes hands-on training in the drafting of court documents.

BLO1001 Business Statistics

The subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, correlation and regression, probability distributions, estimation and hypothesis testing. The subject also covers the use of computer software application to perform statistical computation for data analysis and interpretation.

BLO1002 Business Calculus

The subject covers topics such as algebraic functions, limits, exponential functions, logarithm functions, and the various rules and techniques of differentiation and integration to solve problems in the business environment.

BLO2004 Operations Management

The subject covers the fundamental concepts and techniques commonly associated with the management of operations for manufacturing as well as service organisations. Quality management strategies that help organisations to improve on its operational performance and provide better value to their customers will also be introduced into this subject.

BLO2005 Purchasing Principles & Practice

The subject provides an overview of the fundamental principles in purchasing and its impact on the organisation's supply chain. It begins with the general objectives for industrial purchasing, provides an overview of the general purchasing constraints and covers the various strategies that are generally applied to capitalise on advantageous situations or to alleviate potential issues. The impact of IT and international sourcing will also be covered in this subject.

BLO2010 Distribution Centre Management

This subject provides an overview of the role of a Distribution Centre (DC) in the supply chain, the various activities performed within a DC and the significance of these activities on customer service and total logistics costs. It focuses on the major resources to be applied in a DC and explains how they interact with one another in contributing to the DC's effectiveness and efficiency. It will also cover the significance of providing DC services to the Third-Party Logistics industry.

BLO2011 Materials Management

The subject provides an overview of materials management with the emphasis on planning, scheduling and controlling the flow of materials to achieve a shorter lead-time and a faster turnaround for finished goods to reach customers. The subject will also cover inventory cost concepts, analytical methodologies to achieve optimum inventory level and techniques in managing inventory. The subject will provide application of the concepts learnt through the use of Enterprise Resource Planning (ERP) software.

BLO2013 Supply Chain Management & Technology

The subject covers fundamental concepts and techniques of supply chain management. It focuses on the major functional components of the supply chain and explains how they interact with one another in contributing to the success of business organisations. The application of technology will be emphasised as a key enabler of business operations in the supply chain.

BLO2014 Quantitative Analysis for Business

The subject provides the basic tools and concepts of the various business analytics techniques used for decision making in a business context. It covers topics such as decision analysis, linear and integer programming, forecasting techniques, and project management. It focuses on a variety of logistics and operations problems that can be solved successfully through quantitative analysis.

BLO2015 Transportation & Freight Management

The subject provides an overview of the various aspects of transport operations and freight management and its importance in the global trade and supply chain management. The subject covers the important freight concepts including the Incoterms, Harmonised System (HS) Codes, customs duties and GST. Various shipping documents requirement, preparation of shipment costing and declaration of trade permits will also be emphasised. The subject will also provide insights into the practices of effective management of transport for freight movement through the use of vast network of transportation modes.

BLO3015 Global Trade & Singapore Logistics

The subject provides fundamental concepts of international trade and logistics landscape in Singapore. It focuses on the logistics sector in Singapore as an enabler for trade including the application of key initiatives driven by the various government agencies and trade financing payment options for risks minimisation in global trade. The impact of security issues of supply chain operations will also be covered.

BLO3016 International Freight Practices

The subject provides an overview in freight management, which is a vital component of international trade and supply chain management. It focuses on the significance of freight transport in the global setting. Topics related to freight tariff systems, costing, operational flows, customs documentation and clearance procedures will be covered to give a good understanding of the practices in the freight industry. The subject will also teach the best practices and performance measurements used in the freight industry.

BLO3023 Business Process Management & Simulation

The subject teaches various techniques and tools such as process chart, flow diagram as well as time study to map and evaluate business processes. The subject introduces simulation software to create computer models to simulate various logistics and supply chain operation processes such as Order Fulfilment, Production, Storage and Inventory Management. Through the conduct of these simulation studies, an optimal deployment of resources to improve the overall operational efficiency and effectiveness will be determined.

BLR2002 Attractions Management

Forming the backbone of this subject is the study of the various types of visitor attractions, both manmade and natural, their unique characteristics, corresponding management and operational concerns. The linkages between attractions and their importance to the tourism industry will also be discussed. Case studies of the various types of attractions around the world will be used as platforms for discussing the various management issues facing the attractions industry.

BLR2004 Introduction to Gaming Operations

The subject is designed to provide an overview of gaming operations. Key topics include the development of gaming, gaming trends, technology, the gaming organisational structure of hotels and resorts, government regulations, consumer behaviour, marketing strategies, economic impact, social and cultural concerns.

BLR2005 Tourism, Culture & Society

This subject is designed to provide an overview of how tourism will influence and impact upon culture and society. The key areas include heritage and culture as tourism products, the development of identity and place, cultural tourism, and the impact of societal trends on the tourism industry.

BLR2007 Events Sponsorship & Marketing

This subject provides you with opportunities to learn a variety of sponsorship and marketing strategies applied in the event sector through the use of case studies. You will be exposed to the theories and concepts applied in sponsorship and marketing, which form a vital component of contemporary event management. This module also aims to develop your presentation, planning and business skills that are critical to securing successful partnerships and collaborations.

BLR2008 Revenue Management for Leisure & Events Business

This subject provides you with an understanding and overview of revenue management as practised in the leisure industry. It covers areas such as convention centres, golf clubs, cruises, spas and theme parks, with basic concepts such as demand forecasting and yield management, as well as strategies and tactics used by the leisure industry with regard to revenue management.

BLR2009 Events Operations & Management

This subject covers the principles and practices of planning, managing and staging of events. You will learn the various aspects and stages in event planning, budgeting and site management. The study of the operational process, elements and resources available to the event manager in developing quality events will also be covered.

BLR3001 Festivals & Events Management

This subject covers the scope and the operational aspects of events in the context of the leisure industry. To achieve this, you will be introduced to knowledge in the planning, development, programming and production of medium and large scale events. Key topics such as event types, importance of events for the leisure and tourism sectors, marketing, human resource management, budgeting and staging will be examined.

BLR3004 Club Management

This subject covers the study of different types of clubs including city, country, and other recreational and social clubs. It focuses on the administration and management of club operations in the areas of lodging, food and beverage, service excellence and quality issues, financial management, marketing, events planning, recreation, sport and fitness facilities management. This subject emphasises the development of technical and conceptual skills for successful club management.

BLR3010 Sports & Arts Business

This subject introduces you to the scope of sports and arts business concepts and their application in the context of the leisure industry. You will be equipped with perspectives on the role of sports and arts as key sectors of the leisure industry. You will be introduced to sports broadcasting and sport media relations, and perspectives will be shared on the bidding for major events, and also from a grassroots perspective of organising recreational sports programs. You will also learn about the strategic stakeholders in the arts, and applying business concepts to the field of arts.

BLR3011 Cruise Business

This subject covers a variety of theories, concepts and strategies applied in the context of cruise business management. The key areas include the historical development and growth of the modern cruise industry, maritime issues, cruise facilities, cruise operations and management with an emphasis on cruise destinations, itinerary planning, and the sales and marketing aspects of the cruise business.

BLR3012 Spa & Wellness Management

This subject provides a comprehensive overview of the operations and management of spa and wellness businesses. It will examine the different types of spa and wellness organisations and proceed to focus on key areas in treatments and protocols, safety and hygiene practices, branding and facilities design, planning and management, marketing, human resource management and retailing. The dynamics of the spa and wellness industry as well as major issues and trends will be discussed.

BMK2016 Marketing Analytics

This subject provides you with an overview of the role of marketing analytics in the decision-making process that marketing managers undertake. In a rapidly changing world where timely and accurate information is vital to making sound business decisions, marketing analytics is an absolute necessity.

BMK2017 Consumer Insights

This subject provides you with an understanding of customer buying behaviour. It focuses on the internal and external forces affecting customers' buying decisions in a variety of contexts. Students will learn to gather insights from understanding consumer decision making journey.

BMK2018 Integrated Marketing Communications

This subject provides you with an understanding of the strategies and tools for effective customer communications. The subject focuses on equipping students to apply their knowledge and skills to develop sound integrated marketing communication plans.

BMK2019 Creative Marketing Project

This subject aims to provide you with an understanding of the creative process and practical issues in marketing innovation. It offers the necessary tools for you to create effective communication messages, generate ideas for innovative products & services to achieve marketing success.

BMK2020 Experiential Marketing

The subject introduces you to the concept of managing an experiential marketing event. You will learn to conceptualise, develop and organise an experiential event that engages customers to create an emotional attachment to a product/service and brand. The subject would also cover marketing of events, human resource management and budgeting.

BMK2021 Marketing Account Management

This subject provides you with an understanding of the importance of service excellence in account management to capture the hearts and minds of stakeholders. Building on this understanding, students will learn strategies and tools to manage relationship with key partners and customers to achieve business objectives.

BMK2022 Product & Services Marketing

The focus of the subject will be on strategies and tools to market and deliver products and services together in a seamless and customer-centric manner to help companies differentiate its offering from competitors.

BMK2023 Digital & Social Media Marketing

Digital & Social Media Marketing is the buzz word in today's digitalised world. This subject offers you understanding into the theories and practices of digital and social media marketing strategy and tools in the context of a company overall marketing strategy.

BMK2024 Marketing X Project

This subject focuses on helping you to look at different types of business problems with marketing methodology and perspective. You will learn cross-cultural and sustainable marketing and the role of technology in enabling businesses. You will also explore opportunity to work with other disciplines on local or overseas projects to solve multi-disciplinary real-world problems.

BMK2026 Enterprise Operations Management

This subject provides an overview of the management frameworks of running a business. It encompasses space management, operations and human resource management. Particular emphasis is given to service coaching and role modelling to create a customer-centric working environment.

BMK2027 Merchandise Buying

This subject introduces you to the fundamentals in retail buying processes in order to achieve sales and margin targets. Students will learn to forecast sales and customer trends, plan assortment buying and allocation, conduct negotiations with suppliers, manage vendor relationships and design effective promotional programmes to market the merchandise. Merchandise mathematics will be introduced in areas such as retail budgeting, Open-to-Buy decisions, sales and stock turn controls that are reflective of the real retail environment.

BMK2028 Retail Logistics & Technology

This subject introduces students to how retailers can gain a strategic advantage through efficient distribution channels or supply chain management in the retail business. Particular emphasis will be placed on topics ranging from alignment of the supply chain with the retail strategy, supply chain integration with demand and sourcing management, role of technology in supply chain management and the impact of emerging trends in performance of supply chain management.

BMK2029 Retail Marketing X Project

This subject focuses on helping students to look at different types of business problems with marketing methodology and retailing perspective. Students will learn cross-cultural and sustainable marketing and the role of technology in enabling businesses. Students will also explore opportunity to work with other disciplines on local or overseas projects to solve multi-disciplinary real world problems.

BMK3005 International Business

This subject is a broad study of the field of international business. The major topics focus on theories and patterns of international trade and international investment, the international business environment, the market entry strategies of international firms, international human resource management and issues, the global monetary system and the strategic management international business.

BMK3015 Major Project (Marketing)

This subject takes the form of a final project which provides you with the opportunity to apply knowledge and skills learned in the Marketing course. Working in a team, you will identify real-life problems, conduct independent research and analysis, and provide a proposal and formal presentation. You will acquire project management skills including proposal planning and crafting, budget planning and timeline management.

BMK3016 Branding

One of the most valuable intangible assets that a company has is the brand that it has invested in and developed over time. Like people, brands have their own individual personality. This differentiation drives the ability for the brand to grow and expand. This subject focuses on understanding the importance of brands, what brands mean to consumers and the various strategies and tools to develop, manage and grow brands.

BMK3017 Public Relations in Practice

This subject seeks to equip students with the essentials for the practice of public relations. You will acquire the theories, tools and techniques of public relations and apply them to real-life situations professionally.

BMK3018 Contemporary Topics in Digital Marketing

This subject will give you the opportunity to pursue relevant industry certification in digital marketing. You will learn industry best practices in various areas such as mobile marketing, content marketing, user interface and experience.

BMK3020 Business Development

This subject provides you with the knowledge and skills to start a retail business and to develop a differentiating retail strategy. It integrates the knowledge and content covered in past modules taken. You have the opportunity to conceptualise and implement a viable retail business idea. Key topics include environment analysis, target market behaviour, competitive scanning, location analysis, customer service and store image analysis. These will allow you to formulate a business plan covering areas in retail operations, merchandise mix, visual merchandising and branding. Financial forecasts, budgeting and ratio analysis will be some key financial topics covered in the business plan.

BMK3021 E-Commerce Management

This subject introduces the use of new media to achieve retailing objectives, the working fundamentals in Customer Relationship Management and E-commerce. Students will understand how technology is transforming the retail industry and explore the challenges and issues in E-commerce for retailers. Emerging trends involving M-commerce, cross-channel fulfilment, in-store virtual technology, integration of new media applications and omni-channel customer engagement will be examined.

BMP3007 Major Project (Logistics & Operations Management)

This subject covers requirements of the various stages and processes that are required in completing an industrial project. The first stage will be to understand the project requirements so as to decide on the project objectives. This stage will also include scoping the project and planning the methodology that will be utilised to complete the project. The second stage involves the research, data collection analysis and evaluation. For the final stage, the entire findings of the project are communicated to the relevant parties and industrial clients.

BRM1005 Marketing Fundamentals

This subject provides an understanding of the basic concepts and practices of modern marketing. It focuses on the marketing role and the tools utilised by marketers in developing the appropriate marketing mix for target market segments.

BRM2009 Retail Buying Behaviour

This subject provides you with an understanding of consumers' buying behaviour in a retail context. It focuses on the internal and external forces affecting consumers' decisions in buying behaviour in a variety of retail contexts.

BRM2113 Principles of Buying

This subject introduces you to the fundamentals in retail buying processes in order to achieve sales and margin targets. You will learn to forecast sales and customer trends, plan assortment buying and allocation, manage vendor relationships and design effective promotional programmes to market the merchandise. You will have the opportunity to utilise merchandise mathematics in areas such as retail budgeting, Open-to-Buy decisions, sales and stock turn controls that are reflective of the real retail environment.

BRM2114 Service Excellence

This subject provides you with the practical experience to develop a professional and quality service mind-set for front-liner roles in a retail environment. Emphasis is placed on the mastery of basic retail skills such as the management of a point-of-sale system, inventory control, order management and administration of reservation and exchange policies. You will be equipped with the knowledge, skills and selling techniques to provide excellent service and to create a customer-focused retail environment that keeps pace with current trends and developments in the retail industry.

BRM2115 Retail Research & Trend Analysis

This subject aims to provide you with the knowledge to research, identify and assess emerging retail trends and information sources which are useful for retail decisions. The subject covers basic research techniques and related software for trend and market analysis. You will understand and appreciate the importance of trend forecasting and analysis in diverse areas such as new channels used by consumers, identify product and market opportunities and the different branding strategies within a retail environment.

BRM2116 Merchandise Management

This subject is a practical module on the fundamentals in retail merchandise buying. It provides you with the hands-on opportunity to apply the basic concepts and skills you have acquired in retail buying processes. You will learn to conceptualise merchandise themes, formulate a viable merchandise mix, plan buying budgets, source and conduct negotiations with suppliers and manage the merchandise planning and assortments to create an impressive retail image and achieve target sales.

BRM2118 Retail Operations Management

This subject provides you with an overview of the management frameworks of running a retail store. It encompasses space management, operations and human resource management. Particular emphasis is given to service coaching and role modeling to create a customer-centric working environment. The subject taps on the retail laboratory to provide hands-on opportunities to apply the relevant knowledge in managing a store.

BRM2119 Retail Visual Merchandising

This subject equips you with the fundamentals and skills in visual merchandising to develop effective visual presentations in a retail environment. It focuses on the basic principles and practices in visual merchandising with particular emphasis placed on design principles, visual display components, visual merchandising techniques and emerging trends in visual merchandising.

BRM2121 Retail Event Management

The subject covers the various practical aspects in planning and managing retail events. The aspects include conceptualising, developing and executing of retail events. A real-life project will be used to enhance the learning of the practical retail event management skills.

BRM3006 Retail Promotion & Branding

This subject covers the fundamental principles of retail advertising and promotion together with retail branding. It explains the role of an integrated marketing communication strategy in the creation of a brand image that retailers adopt to differentiate themselves from the competitors. Topics covered range from situational analysis, marketing communication mix to building brand equity.

BRM3114 Luxury Brand Management

There is an increasing trend in the local retail sector where more international and luxury brands are keen to enter the market. This subject offers you insights into the world of luxury brand management. The subject includes an understanding of the major luxury sectors ranging from leather goods, fashion and jewellery to accessories. It will also examine the challenges in developing a luxury brand, expectations of a luxury client, training talent in the luxury business and the key management issues involved in growing these premium brands globally.

BRM3116 Retail Business Development

This subject provides you with the knowledge and skills to start a retail business and to develop a differentiating retail strategy. It integrates the knowledge and content covered in past modules taken. You have the opportunity to conceptualise and implement a viable retail business idea. Key topics include environment analysis, target market behaviour, competitive scanning, location analysis, customer service and store image analysis. These will allow you to formulate a business plan covering areas in retail operations, merchandise mix, visual merchandising and branding. Financial forecasts, budgeting and ratio analysis will be some key financial topics covered in the business plan.

BRM3117 Mall Management

This subject covers an overview of the fundamental aspects and practices in mall management. You will learn about mall positioning strategies, tenant management, leasing negotiations and mall marketing techniques. Emphasis will be placed on mall positioning, retail techniques to optimise tenant mix, mall resource allocations, returns on investments, REITs, issues and concerns experienced by mall management and the increasing influence of malls in the local retail scene.

BRM3118 Contemporary Issues in Retail Management

This subject provides you with an overview of the development of retail trends in the local and international contexts as a response to the evolving retail environment. The issues which impact the retail industry such as new retail formats, emerging retail trends and the development of shopping malls in urban and suburban sites will be examined. This subject will also focus on major factors affecting retail businesses in the global marketplace which include cross-cultural differences, ethics and social responsibility, future trends in retail operations and retail formats and consumer spending patterns. Emphasis will be placed on exploring global expansion strategies and new market development.

BRM3119 Managing E-Commerce

This subject introduces the use of new media to achieve retailing objectives, the working fundamentals in Customer Relationship Management and E-commerce. Students will understand how technology is transforming the retail industry and explore the challenges and issues in E-commerce for retailers. Emerging trends involving M-commerce, cross-channel fulfillment, in-store virtual technology, integration of new media applications and omni-channel customer engagement will be examined.

BRM3120 F&B in Retail

To remain competitive, many retailers have expanded into food and beverage (F&B) services. This subject provides you with an overview of the key areas involved in managing an F&B set-up. Focus areas will include the diversified F&B formats and business models, regulatory and safety requirements, human resource management and the operational aspects in F&B. There will also be emphasis on how such businesses can use differentiated marketing strategies to enhance their competitive advantage. The subject will also examine emerging trends in the F&B industry.

BSI3024 Student Internship Programme (Law & Management)

This 16-week internship links your learning with the real world. You will be placed in law firms, the courts or legal departments of private and public organisations, so that you can apply what you have learnt in the classrooms to actual work situations. This practical training also provides you with the opportunity to pick up concepts and skills that can only be acquired at the workplace.

BSI3026 Student Internship Programme (Communications & Media Management)

The 24-week internship programme is designed to expose you to the work environment where you will not only learn how organisations are run, but will also be given the chance to apply what you have learnt in the first two years of your course. You will perform in a media communications role with a broad range of organisations such as international media and PR companies, reputable private firms and the public sector.

BSI3028 Student Internship Programme (Hospitality & Tourism Management)

This programme is designed to give you first-hand experience of the work environment. It provides an opportunity for learning through the application of the skills sets, techniques and classroom knowledge gained to real life situations. All students must undertake a project that is beneficial to the company where they are placed.

BSI3031 Student Internship Programme (Logistics & Operations Management)

This 20-week internship links your learning with the real world. You will be placed in relevant industrial/commercial/service organisations so that you can relate what you have learnt in the classrooms and apply to an organisation setting. This practical training also provides you with the opportunity to apply logistics and operations management concepts and skills to projects and work situations.

BSI3032 Student Internship Programme (Culinary & Catering Management)

This subject is designed to supplement your education through first-hand experience of the work environment. It allows you to integrate the knowledge and skills you have learnt over the course of your study and apply them to actual situations in the industry.

BSI3033 Student Internship Programme (Marketing)

The Student Internship Programme is intended to supplement your education by providing real-world experience within a formal organisational setting. It couples the necessary integration of substantive knowledge with behavioural skills and communication techniques that are essential for effective professional performance in branding and marketing.

BSI3034 Student Internship Programme (Business)

This 20-week internship links your learning with the real world. You will be placed in relevant industrial/commercial organisations so that you can relate what you have learnt in the classrooms with actual work situations. This practical training provides you with the opportunity to apply the concepts and skills acquired through specific jobs with emphasis on increased recognition and enhancement of student internship programme in alignment with the SkillsFuture initiative.

BSI3037 Student Internship Programme (Accountancy & Finance)

This structured internship links your learning with the real world. You will be placed in relevant industrial/commercial organisations so that you can bring your classroom knowledge into the working world and apply them in actual work situations. Besides reinforcing technical concepts and mastering of skills in accounting and finance, this practical training also provides the opportunity to build important soft skills such as problem-solving, communication and teamwork.

CFI1Z01 Database Management Systems

This subject introduces the fundamental concepts of relational database systems, the techniques of designing relational databases and the use of query language to display and manipulate data.

CIA2C08 Systems Analysis & Design

This subject equips you with the theory and practice of systems analysis and design to undertake the analysis of a given problem situation, to produce a definition of user requirements and to design an appropriate information system. This subject covers the concepts of system requirements analysis of defined problem, system design using requirement specifications and the post implementation process. You will also learn the transition from business requirement analysis to design in the unified process of systems development, using case modelling and data flow diagrams.

CIT1C09 Web Programming

This subject introduces the concepts of web programming. Topics covered include the development of form-based web application and data driven application. It also covers creation of web pages, and session and state management.

GCC1001 Current Issues & Critical Thinking

This subject presents you with a panoramic view of current local and global issues, which may have long term implications for Singapore. You will learn to apply critical thinking tools to examine current issues, support your views with relevant research and up-to-date data, articulate an informed opinion and mature as civic-minded individuals.

LEA1011/1012/1013 Leadership: Essential Attributes & Practice (LEAP)

LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.

LSW1002 Sports & Wellness

This subject will help you develop both the physical and technical skills in your chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, you will learn to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will be supplemented by health-related topics to provide you with a holistic approach to healthy living.

MCR1001/MCR1002/MCR1003 Career Readiness

This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.

TGL1001 Guided Learning

The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills.