

School of Business

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The 11 courses offered by the School promise you an education and student life that is real, relevant and rewarding and with one clear objective: to prepare you for meaningful careers in a dynamic economy.



Real, because our courses are designed with critical input from prominent and respected industry partners.

The courses are aimed to equip you with up-to-date knowledge and life skills. More importantly, they come alive through our strategic collaboration with the industry. You will get opportunities to work on real-life projects of many renowned local and global companies. Through our Student Internship Programme, you will gain first-hand work experience which allows you to apply the knowledge and skills that you would have learned in the classroom. You may complete your internship either locally or overseas.

Relevant, as our industry-oriented curricula ensure that the knowledge and skills that you acquire put you in a good position to be a productive member of the workforce from day one.

Our progressive learning methods, carried out through tutorials, group projects, e-learning and Problem-based Learning, enable the development of essential life skills. Under the guidance of our professional and experienced staff, you will hone your problem-solving, creative thinking and communication skills. Our goal is to make you agile, resourceful and able to perform well in changing business conditions, or in your further studies.

Rewarding, because we offer you a rich and fulfilling student experience by providing a well-rounded education with strong emphasis on co-curricular activities and enrichment programmes.

These are conducted on-campus, out-of-campus, locally, as well as 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.

The School of Business firmly believes in a practical orientation for all its courses. To better prepare you for the world of work, the school has a wide range of laboratories and teaching facilities that allow you to undergo hands-on training.

Centres of Excellence

Accounting & Finance Hub @ TP

The A&F Hub is equipped with business office applications and accounting software for our students to be trained in helping businesses automate accounting transactions, keep track of financial performances and streamline business processes. Through hands-on learning of Reuters, our students can also explore the exciting financial markets and the real trading environment with its online share prices, interest rates, bond, currency and derivative prices and access 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 gives students hands-on training in international 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

Understanding the world of branding is a key competitive advantage for our marketing graduates. The BrandStudy was set up with this in mind. Subjects such as Brand Management and Creative Campaign Project are conducted in this well-equipped facility. It also provides the perfect setting for students to meet real life clients, as well as develop and produce marketing strategies to build their clients' brand image.

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.

1st Avenue

An on-campus retail training store managed by students, 1st Avenue helps to develop students' entrepreneurial acumen through hands-on retailing store management. The facility will be used by students to develop skills and expertise in managing all aspects of retail operations.

Business Learning Spaces and Business Technology Labs

The Business Learning Spaces and Business Technology Labs are equipped with state-of-the-art multimedia facilities to enable students to engage in collaborative learning and research, explore business application software, programming language and tinker with emerging technologies. Besides workstations and an intelligent classroom management system, students may access the network and other IT facilities using notebooks and mobile devices.

BIT Studio

The centre offers a training platform for students to learn the complexity of using state-of-the-art technology in electronic business development. It aims to provide a real-life project development environment for students and staff to work on electronic business projects. It can also be used as a launch pad for e-commerce projects or for students to work on proof-of-concepts with industry partners.

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 in 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.

Publishing Room

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

Temasek Tourism Academy

Hospitality & Tourism Management (HTM) and Leisure & Events Management (LEM) 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, student clubhouse, 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 training complex houses modern kitchens as well as two attractive and contemporary dining outlets: "Sugarloaf" which is a quick-service café and "Top Table" which is a full-service restaurant. The kitchens comprise the Skills kitchen, Pastry and Bakery, Asian and Western kitchens, and a garde manger (cold kitchen). These training facilities will allow Culinary & Catering Management students to hone their skills in food preparation and food service. It is an ideal platform to train them in the art of providing excellent service.

Accounting & Finance



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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, CPA Firm
Foo Kon Tan Grant Thornton

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, and the application of financial databases, office applications and accounting software widely used in the industry.

Furthermore, you get to choose your preferred Accounting or Banking and Investment specialisation and take cross-disciplinary subjects 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 4 or large local accounting firms, banks and financial institutions, and many reputable multi-national 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.

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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 26 credit units
Diploma Subjects	
Core Subjects	: 76 credit units
Elective Subjects	: min 16 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 127 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3023	Student Internship Programme	3	14

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1003	Financial Accounting 1	1	4
BAF1004	Financial Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1008	Business Office Applications	1	3
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2002	Business Finance	2	4
BAF2004	Cost & Management Accounting 1	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
BAF2019	Corporate Reporting & Audit	2	4
BAF2020	Information Systems & Financial Analytics	2	3
BLM2005	Legal Aspects of Business	2	4
BAF3008	Financial Analysis	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Accounting/Audit/Tax Elective Cluster</u>			
BAF3014	Practice of Taxation	3	4
BAF3019	Advanced Accounting	3	4
BAF3020	Audit Practice	3	4
<u>Banking/Investment Elective Cluster</u>			
BAF3003	Bank Treasury Management*	3	4
BAF3007	Credit Administration & Control*	3	4
BAF3013	Personal Financial Planning	3	4
BAF3016	Security Analysis & Portfolio Management	3	4
<i>*select one</i>			
<u>Diploma Free Elective Subjects</u>			
BLO1002	Business Calculus	1	4
BAF3006	Consumer Banking	3	4
BAF3021	Risk Management	3	4
BLM3009	Company Law for Business	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Business Studies Grouping (Business/Logistics & Operations Management/Marketing)



This is a common first-year course that offers you the unique opportunity to study various core business subjects in your first two semesters and to discover your personal strengths, aptitude, interests and career aspirations. During this time, you can explore the career opportunities and course requirements of the three diplomas before choosing one course.

Course Option for Junior and Senior Years

Towards the end of your first year, you are given the choice to opt for one of the following three diploma courses:

- Business
- Logistics & Operations Management
- Marketing

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

Curriculum for Freshman Year

Students enrolled in this grouping take the following core subjects in the Freshman year of study:

- Principles of Management
- Writing & Presentation Skills
- Business Accounting 1
- Business Accounting 2
- Leadership: Essential Attributes & Practice 1 (LEAP1)
- Organisational Behaviour
- Microeconomics
- Macroeconomics
- Computer Systems & Applications
- Marketing Fundamentals
- Business Statistics

Business



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The graduates of this course are highly competent and adaptable; and given the training they have received at Temasek Polytechnic, I am confident that they are geared for success in the business world of today and tomorrow.

Dhirendra Shantilal
Board Director & Head,
Asia Pacific
Fircroft Group

This course will give you a broad-based and holistic business education in international business, management, marketing and finance. The flexible and relevant curriculum covers the core knowledge and skills that supervisors and executives are expected to have in business and management.

Throughout your studies, you will be challenged with real-life business problems and assignments and develop creative and critical thinking, problem-solving, analytical, teamwork and communication skills. Hands-on learning opportunities are available through the Kelly Services Career Centre, Business Enterprise Centre, as well as the Student Internship Programme. Our students are given abundant opportunities to maximise their international exposure through overseas study trips and overseas student internship programmes.

The course provides graduates with a strong foundation of business and management concepts, covering core business-related disciplines. Subjects covered include

Management, Business Accounting, Economics, Business Statistics, Marketing, Computing, Human Resource Management, Finance, Managerial Accounting, Entrepreneurship, International Business, Communication and Law.

In the latter half of your course, you will have specialisations in two out of eight business elective clusters: International Business, Tourism & Leisure Business, Finance & Investment, Human Resource Management, Sales & Customer Management, Corporate Communication, Banking and Entrepreneurship. You can also select non-business Cross-Disciplinary Subjects that interest you.

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 a wide range of industries in the public and private sectors. You can take on jobs in international business, tourism, banking, finance, human resource management, media, manufacturing, 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 Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 69 credit units
Elective Subjects	: min 28 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce/Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3019	Student Internship Programme	3	12

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1009	Business Computing & Applications	1	5
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
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
BLM2005	Legal Aspects of Business	2	4
BBS3008	Enterprise Business Plan	3	3
BBS3009	Issues in Global Management	3	3
BMK3005	International Business	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>International Business Elective Cluster</u>			
BAF2007	International Finance	2	4
BLO3015	Global Trade & Singapore Logistics	3	4
BRM3008	International Marketing & Retailing	3	4
<u>Tourism & Leisure Business Elective Cluster</u>			
BHT2005	Event Management	2	4
BHT2010	Special Interest Tourism	2	4
BHT2012	Travel & Leisure Business	2	4
<u>Finance & Investment Elective Cluster</u>			
BAF2006	Fundamentals of Investment	2	4
BAF3013	Personal Financial Planning	3	4
BAF3016	Security Analysis & Portfolio Management	3	4
<u>Human Resource Management Elective Cluster</u>			
BBS2010	Talent Acquisition & Management	2	4
BBS3001	Human Resource Development	3	4
BBS3002	Performance & Compensation Management	3	4
<u>Sales & Customer Management Elective Cluster</u>			
BMK2001	Advertising & Promotion	2	4
BMK2003	Customer Relationship Management	2	4
BMK3012	Sales & Account Management	3	4
<u>Corporate Communication Elective Cluster</u>			
BBS2007	Corporate Journalism & Publications	2	4
BBS3003	Corporate Events Management	3	4
BBS3004	Media Relations & News Dissemination	3	4
<u>Banking Elective Cluster</u>			
BAF2007	International Finance	2	4
BAF3006	Consumer Banking	3	4
BAF3007	Credit Administration & Control	3	4
<u>Entrepreneurship Elective Cluster</u>			
BBT1006	E-Business Management	1	4
BBS2008	Franchising Business	2	4
BBS3005	Product Development & Innovation	3	4
<u>Business Calculus Elective</u>			
BLO1002	Business Calculus	1	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Logistics & Operations Management



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.

The course provides you with a strong business foundation in the Freshman year. In the Junior and Senior years, you will be equipped with business knowledge on how companies manage their physical products and services through subjects like Management Science, Management Accounting & Finance, Operations Management, Materials Management, Quality Management and Purchasing Principles & Practice.

Specialised knowledge in logistics will be introduced through subjects like Logistics & Supply Chain Management, Transport Management and Distribution Centre Management. You will be offered three areas

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The logistics industry is growing dramatically as businesses seek every edge to be competitive and move their products to market faster and with more efficiency than ever before. This is a growing field and trained logistics and supply chain practitioners can expect excellent employment opportunities and a challenging, vibrant work environment as logisticians help to create the new processes and methodologies that will drive 21st century global companies to success.

Desmond Chan
Managing Director
South Asia
Menlo Worldwide Asia Pacific Pte Ltd

of focus in the Senior year where you can choose from a pool of electives, such as Cold Chain Management and Bio-Chemical Logistics.

In order to draw on the knowledge and skills you have acquired from the course and be exposed to the reality of the working world, you will be required to participate in the Student Internship Programme as well as undertake a major industry-based project. The course emphasises a practical approach that provides you with a good foundation in business studies together with an in-depth knowledge of logistics. You will also develop team-building, problem-solving and human relations skills.

Career Opportunities

You can look forward to a fruitful and challenging career in the logistics industry or in the operations function of many organisations. There are many career opportunities in the service and manufacturing industries for graduates such as purchasing officer, inventory and production planner, customer service officer, warehousing executive, freight forwarding executive, shipping administrator, logistics executive and supply chain analyst.

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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Ingggris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 24 credit units
Diploma Subjects	
Core Subjects	: 86 credit units
Elective Subjects	: min 10 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 129 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3020	Student Internship Programme	3	12

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1009	Business Computing & Applications	1	5
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1005	Marketing Fundamentals	1	4
BAF2016	Management Accounting & Finance	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
BLO3018	Business Process Management & Simulation	3	3
BMP3007	Major Project	3	8

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BBS2001	Human Resource Management	2	4
BBT2004	Enterprise Resource Management	2	4
<u>Cold Chain & Chemical Logistics Specialisation</u>			
BLO3019	Chemical Logistics	3	3
BLO3020	Cold Chain Management	3	3
<u>Project & Events Logistics Specialisation</u>			
BLO3021	Project Management & Logistics	3	3
BLO3022	Events & Humanitarian Logistics	3	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Marketing



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Compliments to the students who provided refreshing, insightful and creative ideas to the project work which are definitely feasible and can be executed in real life. From the high quality work, we can certainly appreciate the great passion and effort invested by the students. They were also professional and enthusiastic while delivering the presentation. Impressive!

Andrew Sia
Director
Philips Consumer Lifestyle,
Singapore

Markets are different, but marketing is universal and applicable to a job in any part of the world. In fact, all companies ranging from hotels, banks, airlines to government ministries and agencies require marketing and branding expertise to grow their businesses and be leaders in their respective fields. Today, marketing is one of the most exciting, creative and important aspects of any business practice.

The course develops your knowledge and skills through a rigorous curriculum that meets the requirements of a knowledge-based economy. It provides you with practical and innovative learning experiences to prepare you for a career in this field.

The Freshman-year curriculum is oriented towards a fundamental understanding of the business environment and teaches basic business skills and concepts. In your Junior year, the curriculum focuses on the development of functional competencies in areas such as marketing research, consumer behaviour, new media marketing and

customer relationship management. The Senior-year curriculum focuses on strategic marketing, brand management, sales & account management and major project to prepare you for entry into the professional marketing environment.

Through activities such as client-based projects, overseas study trips, local field trips, industry talks and enrichment courses, you will see the transition of textbook theories to the practicalities of the real world. Our facilities, such as The BrandStudy, also add to your real learning by creating the actual working environment.

Career Opportunities

This course opens the door to a varied range of opportunities for you. As you 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, events marketing, resort marketing, public relations, trade and consumer sales and marketing.

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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 24 credit units
Diploma Subjects	
Core Subjects	: 87 credit units
Elective Subjects	: min 8 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 128 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3021	Student Internship Programme	3	12

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1009	Business Computing & Applications	1	5
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1005	Marketing Fundamentals	1	4
BMK2001	Advertising & Promotion	2	4
BMK2002	Consumer Behaviour	2	4
BMK2004	Financial Aspects of Marketing	2	4
BMK2005	Marketing Research	2	4
BMK2007	New Media Marketing	2	4
BMK2014	Creative Campaign Project	2	4
BMK2015	Customer Relationship & Services Marketing	2	4
BMK3004	Strategic Marketing	3	4
BMK3011	Brand Management	3	4
BMK3012	Sales & Account Management	3	4
BMK3015	Major Project	3	8

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Digital Marketing Elective Cluster</u>			
BBT2005	Data Mining & Social Media Analytics	2	4
BCM3010	Web & Digital Media Management	3	4
<u>Public Relations Elective Cluster</u>			
BHT2005	Event Management	2	4
BMK3008	Public Relations	3	4
<u>Diploma Free Elective</u>			
BLO1002	Business Calculus	1	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Business Information Technology



This course opens the doors for students who envision themselves to be the catalyst of business growth through the alignment of Business and Information Technology.

Look forward to acquiring foundational business knowledge such as Accounting, Economics and Management and deepening that knowledge by focusing on one of six domains in Business Management, Customer Insight, Tourism & Leisure Business, Logistics, Entrepreneurship or Digital Media Design. As a business technologist in training, you will learn to harness technological solutions such as Enterprise Resource Planning (ERP) and

Supply Chain Management (SCM) systems to add value to business verticals like Financials, Logistics and Customer Service. You will play a key role in assisting businesses to gain an unparalleled edge by harnessing the power of Data Mining and Social Media Analytics.

Your knowledge of business fundamentals, depth of view of industry domains, coupled with your technological know-how will enhance your employment prospects and position you for careers in business, IT as well as one that plays the role of aligning the two.

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Talent development is a key priority for SAP. We remain committed to address the IT talent crunch by developing qualified graduates grounded in SAP technologies shaping business today. The learning of SAP in TP's Diploma of Business IT will enable students to help enterprises address real-world business challenges, thus equipping them with the critical skills for careers and opportunities.

Darren Rushworth
Managing Director
SAP Singapore

This course emphasises experiential learning. Through projects, role-play, company field trips, overseas industrial visits, business simulations and a 16-week internship programme, you will be working with industry veterans and gaining real-world working experience even before graduation. You may even find the opportunity to do your internship overseas and to perform various roles such as business analysis, management of information systems and software development. With knowledge acquired from both the School of Business and the School of Informatics & IT, you will learn from the best of both worlds to be well poised to kick-start an exciting career transforming businesses.

Career Opportunities

You will be adept at both business and IT, and bridging the gap between them. Graduates from the course have found careers in various domains; ranging from banking, financials, trading, logistics and manufacturing. Armed with business acumen and a technological mind-set, you can start your career as a business analyst, data miner, ERP/ CRM analyst, pre-sales analyst, project coordinator, account executive, marketing executive and more. You can also become a well-recognised business IT consultant by acquiring professional certifications like the SAP Certified Business Associate awarded by the SAP University Alliance Programme in the course of your study.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 25 credit units
Diploma Subjects	
Core Subjects	: 83 credit units
Elective Subjects	: min 12 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 129 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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 7
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Additional Combined Science, Additional Science, Biology, Biotechnology, Chemistry, Combined Science, Computer Studies, Creative 3-D Animation, Design & Technology, Engineering Science, Food & Nutrition, Fundamentals of Electronics, General Science, Human & Social Biology, Integrated Science, Physics, Physical Science, Science (Chemistry, Biology), Science (Physics, Biology), Science (Physics, Chemistry), Science (Physics, Chemistry, Biology).

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Note: Applicants with complete/full colour appreciation deficiency are not eligible to apply. Applicants with partial colour appreciation deficiency may apply.

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3016	Student Internship Programme	3	12

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BEC1002	Macroeconomics	1	4
BEC1001	Microeconomics	1	4
BBT1005	Computer Technology & Office Systems	1	5
CFI1Z01	Database Management Systems	1	5
BRM1005	Marketing Fundamentals	1	4
BBS1001	Principles of Management	1	4
BBT1006	E-Business Management	1	4
CIT1C09	Web Programming	1	4
BBS1002	Organisational Behaviour	1	4
BMK1001	Basics of Entrepreneurship	1	1
BLO1001	Business Statistics	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
CIA2C08	System Analysis & Design	2	4
BBT2004	Enterprise Resource Management	2	4
BBT2002	Open Technology & Business Systems	2	5
BBT2005	Data Mining & Social Media Analytics	2	4
BMP3003	Major Project	3	8
BBT3005	Business Information Systems Security & Audit	3	4
BBT3010	Project Management	3	3

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Business Management Focus</u>			
BBS2001	Human Resource Management	2	4
BAF2016	Management Accounting & Finance	2	4
<u>Customer Insight Focus</u>			
BMK2001	Advertising & Promotion	2	4
BMK2005	Marketing Research	2	4
<u>Tourism & Leisure Business Focus</u>			
BHT2005	Event Management	2	4
BHT2012	Travel & Leisure Business	2	4
<u>Logistics Focus</u>			
BLO2004	Operation Management	2	4
BLO3015	Global Trade & Singapore Logistics	3	4
<u>Entrepreneurship Focus</u>			
BBS2009	Managing Small & Medium Enterprises	2	4
BBS3005	Product Development & Innovation	3	4
<u>Digital Media Design Focus</u>			
BCM1012	Essentials of Graphic Design	1	5
BCM2014	Digital Media Production	2	4
<u>Free Diploma Electives</u>			
BLO1002	Business Calculus	1	4
BLM2007	Legal Aspects of IT	2	4
BMK2015	Customer Relationship & Services Management	2	4
BBT3007	Outsourcing Management	3	4
BBT3006	Business Strategies in IT	3	4
BBT3008	Business Intelligence	3	4
BBT3009	Enterprise Applications	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Communications & Media Management



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The students from CMM are always a joy to have for our 6 month internship programme. They have great attitude towards learning and are a responsible bunch. We are glad that they are able to take what they have learnt in class and apply them in real experiences during their internship. They are creative and hardworking students. Some of them have ended up joining the industry after they graduate. We always have a great experience with the students of CMM.

Benny Soh
Senior Director
Marketing Communications &
On Air (5/Okto)
Network Programming & Promotions

The communication specialists of tomorrow will have the skills necessary to function effectively in any area of the media and its related industries. Graduates will be equally proficient in any chosen medium and will be able to transcend the divide between print, broadcast and new media.

This course combines practical, hands-on training with conceptual and critical thinking skills so that you will be able to adapt to the rapidly-changing media world. Regardless of the medium chosen, you will be armed with the fundamental journalistic, communication and design skills to be effective in your chosen fields. You could also explore a career in other media-related businesses such as public relations, marketing communications and entertainment.

The course structure places equal emphasis on both the traditional and essential aspects of the media business and the latest communications technology. You will focus on the fundamentals of mass media and get a solid grounding in journalism in your Freshman year. Juniors will be comprehensively trained

in the fundamentals of audio, radio, video and television production in the second year of the course, and will get to choose diploma electives as well. In the first semester of your Senior year, you will be required to complete a six-month internship programme with media and media-related companies such as CNBC, MediaCorp and Singapore Press Holdings. In the second semester, you will work on an industry-driven major project in one of these chosen areas – Print, Broadcast or Marketing Communications.

Career Opportunities

Besides the mass media, graduates are likely to find employment in areas such as video 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 Core Subjects	: 27 credit units
Diploma Subjects	
Core Subjects	: 80 credit units
Elective Subjects	: min 8 credit units
Cross-Disciplinary Subjects	: min 9 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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 3
Mathematics (E or A)	Grades 1 - 7
Any one of the following subjects:	Grades 1 - 6
Art/ Art & Design, Business Studies, Chinese, Combined Humanities, Commerce/Commercial Studies, Creative 3D Animation, Design & Technology, Economics, Food & Nutrition, Geography, Higher Art, Higher Chinese, Higher Malay, Higher Music, Higher Tamil, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Malay, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts, Tamil.	
Any two other subjects	Grades 1 - 6

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 3 for the relevant English Language subject (e.g. Bahasa Ingeris).*

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BCM2017	Professional Communication	2	4
BSI3004	Student Internship Programme	3	16

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCM1004	Journalism 1: News Writing	1	4
BCM1005	Journalism 2: Feature Writing	1	4
BCM1006	Media & Society	1	4
BCM1007	Media Management Principles	1	4
BCM1009	Photography	1	5
BCM1012	Essentials of Graphic Design	1	5
BCM1013	Marketing & Corporate Communications	1	4
BCM1014	Media Scriptwriting	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
BMK1001	Basics of Entrepreneurship	1	1
BCM2007	Introduction to Audio Production	2	5
BCM2008	Multi-Camera Studio Production	2	5
BCM2010	Radio Studio Production	2	5
BCM2011	Single Camera Production	2	5
BCM2014	Digital Media Production	2	4
BCM2018	Media Research	2	4
BCM3010	Web & Digital Media Management	3	4
BCM3011	Major Project	3	8
BLM3016	Media Law	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BCM2002	Basic Sub-editing	2	4
BCM2003	Broadcast Performance	2	4
BCM2006	Film Theory & Criticism	2	4
BCM2015	Chinese Media Writing	2	4
BCM2016	Magazine Production	2	4
BBS3004	Media Relations & News Dissemination	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Culinary & Catering Management



“

TP nurtures talent for the future by equipping students with knowledge beyond mere concepts and practices in food and beverage. This is a fitting testimony to TP's outstanding instructors, who mentor students with dedication, forward-thinking and passion.

Matthew Nonis
Group Training Manager
Les Amis Group

The culinary and catering industry in Singapore and the region is set to grow in the next decade and beyond. Supporting facilities and services such as restaurants, hotels, as well as events and conventions, will be in great demand. Conceived against this exciting backdrop, this course will propel you into a rewarding and creative world with exciting career opportunities.

The course focuses on giving you a thorough appreciation of ideas ranging from the management of the overall customer experience in restaurants to the complex and integrated processes found in catering establishments. There will be ample opportunities to allow your passion for the culinary arts to flourish. The course will give you the knowledge and skills sets to enable you to operate and manage food and beverage (F&B) outlets or run your very own restaurant.

You will learn about food product knowledge, wine and beverage, business management skills and develop an understanding of the culinary and catering industries. The course

also covers more advanced areas of study such as revenue management and marketing for the restaurant and catering industries. Your culinary and service skills will be honed through hands-on practice and projects in our modern kitchens and restaurants on the campus. You will also undergo a 20-week internship in your Senior year in a commercial environment.

Together with our experienced lecturers and instructors, award-winning chefs and through our partnership with the Culinary Institute of America, you will be trained by some of the best in the industry.

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 Core Subjects	: 26 credit units
Diploma Subjects	
Core Subjects	: 88 credit units
Elective Subjects	: min 3 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results, as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. 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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Music, Principles of Accounts.

* *Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Ingggris).*

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 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 Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3012	Student Internship Programme	3	14

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1003	Business Computing Skills	1	4
BCC1001	Food Science & Product Knowledge	1	4
BCC1003	Introduction to Gastronomy	1	3
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1010	Introduction to Hospitality & Tourism	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2001	Accounting for Hospitality & Tourism	2	4
BCC2001	Wine & Beverage	2	4
BCC2002	Food Safety & Hygiene	2	2
BCC2003	Food & Beverage Operations	2	4
BCC2004	Culinary Practicum (Western, Asian, Baking & Pastry, Garde Manger)	2	20
BHT2022	Business Etiquette & Service Excellence	2	3
BCC3001	Service Practicum	3	8
BCC3002	Catering Management	3	4
BCC3003	Business Revenue Management	3	3
BCC3005	Marketing for Restaurant & Catering	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BLR2004	Introduction to Gaming Operations	2	3
BHT2024	E-business in Hospitality & Tourism	2	3
BHT3014	Hotel Revenue Management	3	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Hospitality & Tourism Management



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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 has been a valued partner in developing such talent and I am confident that TP will continue to equip future talent with industry-relevant skills and innovative qualities to meet the challenges of our dynamic tourism sector.

Lionel Yeo
Chief Executive
Singapore Tourism Board

Singapore's hospitality and tourism industries have experienced exceptional growth in the past year 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.

Our course is comprehensively structured around three core areas namely, Hospitality & Lodging Management, Travel & Tourism and Air Transportation. The course structure allows for flexible transitions and versatile career options across all these sectors.

You will enjoy 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 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 attachment to a company which you will be guided to select. This final destination in your learning journey ensures that you are more than well-prepared to assimilate into the work-life of your chosen hospitality or tourism career.

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.

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. 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”.

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any one of the following subjects:	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 28 credit units
Diploma Subjects	
Core Subjects	: 82 credit units
Elective Subjects	: min 6 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 125 credit units

Course Structure

TP Core Subjects			
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3014	Student Internship Programme	3	16

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1003	Business Computing Skills	1	4
BCC1002	Fundamentals of Food & Beverage	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1010	Introduction to Hospitality & Tourism	1	4
BHT1019	Travel Geography	1	2
BLO1004	Research for Hospitality & Tourism	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2001	Accounting for Hospitality & Tourism	2	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
BLR2004	Introduction to Gaming Operations	2	3
BLR2005	Tourism Culture & Society	2	3
BHT2024	e-business in Hospitality & Tourism	2	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Law & Management



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With the best of the best setting up shop in Singapore, paralegals with specialist skills, particularly in languages, will likely be in great demand.

Senior Counsel Davinder Singh
Chief Executive Officer
Drew & Napier LLC

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. You will also study Cross-Disciplinary Subjects and elective subjects. Where suitable, substantive law subjects will be taught using the PBL approach, involving at times web-based, online interaction. 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.

Furthermore, 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 bodies and legal departments of large organisations. You will assist lawyers in legal work like 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, 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.

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. 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".

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 4
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 4 for the relevant English Language subject (e.g. Bahasa Ingggris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 95 credit units
Elective Subjects	: min 6 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 130 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1003	Legal Communication Skills 1	1	5
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BCS1010	Legal Communication Skills 2	2	4
BSI3006	Student Internship Programme	3	8

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1001	Computer Systems & Applications	1	4
BBT1002	Managing Business Systems	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1018	Etiquette of Business & Service Knowledge	1	1
BLM1001	Criminal Law	1	4
BLM1002	Law of Tort	1	4
BLM1003	Legal Systems & Methods 1	1	4
BLM1004	Legal Systems & Methods 2	1	4
BMK1001	Basics of Entrepreneurship	1	1
BLM2001	Conveyancing Law & Procedure	2	6
BLM3017	Criminal Procedure	2	4
BLM2003	Family Law	2	4
BLM2004	Law of Contract	2	4
BLM3005	Company Law	2	4
BAF3004	Company & Partnership Accounts	3	3
BLM3003	Civil Procedure	3	6
BLM3006	Corporate Governance & Compliance	3	3
BLM3008	Intellectual Property	3	4
BLM3011	Management of Law Office & Court Technology	3	5
BLM3013	Trusts, Wills & Probate	3	3

Diploma Subjects - Elective Subjects (Students to Choose Two Subjects)

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLM3001	Advanced Civil Procedure	3	3
BLM3002	Arbitration & Alternative Dispute Resolution	3	3
BLM3004	Commercial Transactions	3	3
BLM3007	Insurance Law & Practice	3	3
BLM3010	Law of Banking & Finance	3	3
BLM3012	Shipping Law & Practice	3	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Career Opportunities

You will be prepared for a wide range of career options and readily find employment in leisure and events businesses which include country clubs; attractions; cruise businesses; spas; event, meeting, exhibition and convention companies. You can expect to assume a junior executive position at the workplace.

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results, as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. 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".

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any one of the following subjects:	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 26 credit units
Diploma Subjects	
Core Subjects	: 83 credit units
Elective Subjects	: min 6 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 124 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3015	Student Internship Programme	3	14

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1003	Computing Skills	1	4
BCC1002	Fundamentals of Food & Beverage	1	4
BEC1001	Macroeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1010	Introduction to Hospitality & Tourism	1	4
BLO1004	Research for Hospitality & Tourism Management	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2001	Accounting for Hospitality & Tourism	2	4
BHT2008	Business Etiquette & Service Excellence	2	4
BHT2009	Service Skills Methodology	2	4
BHT2014	Principles of Marketing for Hospitality & Tourism	2	4
BLR2002	Attractions Management	2	4
BLR2007	Events Sponsorship & Marketing	2	4
BLR2008	Revenue Management for Leisure & Events Business	2	4
BHT3008	Meetings, Incentives, Conventions & Exhibitions	3	4
BLR3001	Festivals & Events Management	3	4
BLR3002	Resort Operations & Management	3	4
BLR3004	Club Management	3	4
BLR3005	Cruise Business	3	4
BLR3008	Spa & Wellness Management	3	4
BLR3010	Sports & Arts Business	3	3

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
BLR2004	Introduction to Gaming Operations	2	3
BLR2005	Tourism Culture & Society	2	3
BHT3002	E-business in Hospitality & Tourism	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Retail Management



This course trains you exclusively in the processes, technologies and trends of retail management. Your training will enable you to help both large as well as small retailers in Singapore to go a level up and bring world-class service standards into the specialised field of retailing.

In your Freshman year, training will focus on providing a strong business foundation and building your awareness of the nature and demands of the retail industry. In your Junior and Senior years, analytical and specialised subjects on the various aspects of retail management are offered. There is a strong emphasis on active learning and practical hands-on training in this course.

Furthermore, you will be exposed to up-to-date computer-based learning materials and methodologies and software application packages currently used in the retail industry. Highly specialised skills will be acquired through subjects such as Merchandise Management, Retail Visual Merchandising, Mall Management, Retail Promotion & Branding, E-Commerce and Luxury Brand Management.

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The knowledge and hands-on experience that learners acquire from this course not only help to facilitate a smooth transition from the classroom to the working environment but the modules offered are also designed to value-add and enhance our local retail standards.

Sherri Lim
Vice-President
Human Resource
C. K. Tang Limited

You will engage in practical retail shop floor activities in our simulated retail store, 1st Avenue. This learning enterprise provides you with the necessary hands-on experience on the shop-floor level in the various practicums to facilitate your transition from education into the workplace.

The retail industry is a key sector of Singapore's vibrant economy. There is an increasing focus on creating clear skills and career advancement routes to raise the professionalism of jobs, improve customer service and retail productivity to make the retail industry an attractive long-term employment option.

Career Opportunities

The field of retailing is large and opportunities for employment are available in many business organisations. With the multidisciplinary skills and relevant shop-floor practice acquired from the course, you will be suitable for a wide range of retailing careers. You could also be entrepreneurs managing your own businesses or be employed as retail operations supervisors, retail business development executives, merchandisers, visual merchandisers or marketing executives.

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. 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".

Minimum Entry Requirements

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 95 credit units
Elective Subjects	: min 4 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 128 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
BSI3022	Student Internship Programme	3	14

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBT1001	Computer Systems & Applications	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1001	Retail Accounting 1	1	4
BRM1002	Principles of Retail Management	1	4
BRM1003	Retail Accounting 2	1	4
BRM1005	Marketing Fundamentals	1	4
BRM2009	Retail Buying Behaviour	2	4
BRM2113	Principles of Buying	2	4
BRM2114	Service Excellence	2	3
BRM2115	Retail Research & Trend Analysis	2	4
BRM2116	Merchandise Management	2	2
BRM2118	Retail Operations Management	2	5
BRM2119	Retail Visual Merchandising	2	5
BRM2121	Retail Event Management	2	5
BRM3006	Retail Promotion & Branding	3	4
BRM3008	International Marketing & Retailing	3	4
BRM3116	Retail Business Development	3	4
BRM3117	Mall Management	3	4
BRM3118	Contemporary Issues in Retail Management	3	4
BRM3119	Retail E-Commerce	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BRM3114	Luxury Brand Management	3	4
BRM3120	F & B in Retail	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Subject Synopses

BAF1001 Business Accounting 1

This subject provides an understanding of basic accounting concepts, the accounting conventions, and their applications in businesses. It covers the general framework of the accounting process, including the double entry system, the measurement of income, assets, liabilities and owner's equity, and the preparation of income statement and balance sheet for sole-proprietorships.

BAF1002 Business Accounting 2

This subject provides an understanding of various types of organisations, and skills to prepare and interpret final accounts of these organisations. It also covers preparation of the cash flow statement, accounting and control of non-current assets, cash and inventory.

BAF1003 Financial Accounting 1

This subject equips you with the principles of accounting, the analysis and recording of business transactions using the double-entry system, the accounting process and the accounting for goods & services tax. You will learn how to prepare financial statements within the framework of accounting assumptions and principles.

BAF1004 Financial Accounting 2

This subject builds on the foundation laid in Financial Accounting 1. 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.

BAF1007 Basic Business Finance

This subject provides a general overview of the balance sheet and profit and loss statement of the company. It also provides a basic understanding of the sources and allocation of funds within a business enterprise, and an appreciation of some of the financial tools and techniques used by the financial manager in the management of funds and other financial resources.

BAF1009 Fundamentals of Accounting

This subject covers double-entry bookkeeping, profit determination and contents of financial reports for a sole-proprietorship business. Students will have opportunities through various learning methods to apply the knowledge to real world situations.

BAF2001 Accounting for Hospitality & Tourism

This subject explains and illustrates the accounting process and practices in hospitality and tourism establishments. You will learn double-entry bookkeeping and the preparation of financial statements.

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.

BAF2004 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.

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 students 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.

BAF2016 Management Accounting & Finance

This subject covers the general framework of the financial and cost management processes. The subject focuses on the management of financial resources with topics such as financial analysis, sources of financing and capital investment evaluation. It also deals with basic cost concepts and how accounting information is used for costing, pricing and budgeting.

BAF2018 Fundamentals of Taxation

This subject gives 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.

BAF2019 Corporate Reporting & Audit

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. You will also learn the fundamental concepts of auditing within the audit framework, and the principles of corporate governance and professional ethics.

BAF2020 Information Systems & Financial Analytics

This subject introduces 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.

BAF3003 Bank Treasury Management

This subject provides an overview of a bank's operation in the treasury department. You will be introduced to various types of money market, foreign exchange instruments and their derivatives.

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.

BAF3006 Consumer Banking

This subject provides an insight into the basic types of consumer banking services available in Singapore, and how these services are operated and marketed. Cases will be introduced to illustrate how these personal financial services are marketed.

BAF3007 Credit Administration & Control

This subject enables you to understand the support functions of the credit administration department. It provides a working knowledge of the importance of good control systems in the credit risk and management department with the primary objective of effectively monitoring the quality of loan portfolio.

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.

BAF3013 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.

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.

BAF3020 Audit Practice

This subject 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 public accounting firms where you will be able to handle various aspects and an audit assignment.

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 provides an insight into the key functions of management and the practical issues which managers of today face. Aspects of management such as planning, organising, leading, controlling, international management, business ethics and social responsibility will be covered.

BBS1002 Organisational Behaviour

This subject provides an insight into the key determinants of individual and group behaviour in an organisation. You will also learn how to use these concepts to improve your personal, interpersonal and group interaction skills.

BBS2001 Human Resource Management

This subject emphasises the role of line managers/supervisors in maximising organisational and employee performance through effective human resource management practices.

BBS2007 Corporate Journalism & Publications

This subject provides you with a theoretical and practical understanding of corporate journalism and publications so that you can critique and produce corporate communication tools for appropriate target stakeholders. You will plan, develop, present and evaluate various corporate communication literature and tools like newsletters, brochures, flyers, annual reports, websites and corporate videos.

BBS2008 Franchising Business

This subject equips you with an understanding of franchising. It covers issues relating to the screening, evaluating, setting-up and expanding of new businesses in the area of franchising. The subject enables you to acquire skills to identify viable and feasible franchising business opportunities.

BBS2009 Managing Small & Medium Enterprises

This subject equips students with the knowledge and skills to manage the operations, management, challenges and growth of Small and Medium-sized Enterprises (SMEs). The subject focuses on relevant knowledge of productivity improvement tools and key concepts on ways that Enterprise Resource Planning (ERP) can enhance productivity. It will also build awareness of social entrepreneurship.

BBS2010 Talent Acquisition & Management

This subject equips students with knowledge and skills in current talent acquisition and managing employee relations from a HRM practitioner's perspective. Topics covered include human resource planning, the hiring process, the Tripartite Alliance on Fair & Progressive Employment Practices (TAFEP) guidelines, use of a Human Resource Information System (HRIS), relevant employment related laws, employee discipline and grievance handling, work-life integration and HRM trends.

BBS3001 Human Resource Development

This subject provides you with well-rounded knowledge in the field of human resource development. Topics such as training needs analysis, design, implementation and evaluation of training programmes, and career development will be covered.

BBS3002 Performance & Compensation Management

This subject provides information on the design and implementation of performance and compensation management systems. Topics include performance appraisal, potential appraisal, pay for performance, salary and incentives administration.

BBS3003 Corporate Events Management

This subject provides a theoretical and practical understanding of corporate events and enables you to develop practical skills necessary to plan, develop, present and evaluate a major corporate event. You will learn the whole corporate event management process, identify the key elements that are essential to the success of a corporate event and demonstrate an ability to plan, execute and evaluate a corporate event.

BBS3004 Media Relations & News Dissemination

This subject equips you with the practical knowledge and skills in media relations. You will learn how to plan a media relations programme, write news releases and captions, organise a media event, prepare for a media interview, create a media kit, conduct media research and select the appropriate media that will maximise coverage for an organisation.

BBS3005 Product Development & Innovation

This subject equips you with the process skills for product development and innovation through a comprehensive approach for success. You will focus on the process of innovation – the process for entrepreneurs to exploit change, with the intention of practising the processes behind developing new products based on industry pressure to innovate. You will learn how to best transform exciting ideas into successful new products; how to capture knowledge and creativity in the successful development of products; and understand the structures and systems appropriate for innovation and new product development.

BBS3008 Enterprise Business Plan

This subject equips students with the knowledge of business model development. It provides students with the skills to develop business plans which can be used for start-up or existing businesses. This subject focuses on the fundamentals of a business plan, covering areas including company overview, products and services, markets and competitors, competitive business strategy, management team, operations, forecasts and financial data, financing requirements and business controls.

BBS3009 Issues in Global Management

This subject equips students with the knowledge of supporting business operations and business development in the region. It also develops an understanding of environmental and cultural impact on management decisions in different areas of business operations. This subject focuses on strategy implementation, value chain management, design choices and interaction processes for multinational companies.

BBT1001 Computer Systems & Applications

This subject covers the fundamental concepts in the main hardware components of a computer system. It provides you with an understanding of how these components are set up and how they function together. Current IT trends, mainly in the areas of e-commerce and Internet applications, will be discussed within the core framework of data communications, networks and security issues. The basic theory will be supplemented with hands-on exposure to office automation tools.

BBT1002 Managing Business Systems

This subject draws upon the foundation studies in computing taught earlier in Computer Systems & Applications. The major components are database design, database management and information systems management. The subject will cover database concepts and techniques and the use of a popular database package. You will also learn about the strategic use of information systems and how they are developed and managed.

BBT1003 Business Computing Skills

This subject is application-based and covers both basic and advanced features in office automation tools like presentation and spreadsheet tools, and how these software can aid in business decision-making. Business scenario-based projects will be used extensively which requires students to apply these valuable skills. The hands-on aspect of the subject is further enhanced and complemented with fundamental concepts on computer systems, software, the Internet, online security and current IT trends.

BBT1005 Computer Technology & Office Systems

This subject covers the fundamental concepts governing the main hardware and software components of a computer system. It also covers the basic concepts of computer networking and Internet-networking and provides an introduction to information systems in organisations. Theory will be complemented with laboratory sessions, aimed to expose students to office productivity tools and equip them with basic technical support skills.

BBT1006 E-Business Management

This subject covers the different types of e-commerce/business models, namely Business-to-Consumer and Business-to-Business. You will learn how companies adopt both business strategies and 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 and B2B sales.

BBT1007 Business Office Applications

This subject provides you with the fundamental concepts underlying the major components of a computer system and how these components work together efficiently and effectively. The theoretical foundation is complemented with laboratory hands-on exposure to using relevant office application software. It covers both basic and advanced features in the software to capture and manipulate data for strategic use.

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), a powerful tool which provides a seamless information system to integrate the various functional modules of 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. Today, greater attention is focused on extending the ERP to the Internet for e-commerce applications. You will understand the value of ERP systems to supply chain management and business intelligence. A popular 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.

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 knowledge 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 implement enterprise applications. You will understand how the success of enterprise applications depends upon effective management, organisational change and the use of advanced technology. 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 technology, Internet/ Intranet and e-commerce. You will have a chance to integrate the web-based ERP system 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.

BCC2004 Culinary Practicum

This subject is an intensive 600-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.

BCC3001 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.

BCC3002 Catering Management

This subject focuses on the managerial aspects of food and beverage operations. It requires you to apply your learning from the subject Food & Beverage Operations. The subject culminates in a restaurant concept proposal and covers aspects such as manpower-planning, menu and wine list development, food and beverage costs control, as well as developing a food and beverage quality assurance programme.

BCC3003 Business 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.

BCC3004 Operations & Management of Food & Beverage

This subject introduces food service management and operations. It covers the implications of day-to-day operations, basic cost control systems, profitable menu planning, restaurant floor plans, equipment layout and planning, human resource deployment and training, low cost internal marketing ideas, customer care and building sales, and technological innovations. Legislation and various licenses governing food and beverage operations will also be covered. The subject will challenge you to review ways of raising operational efficiency of food and beverage business set-ups.

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.

BCM1004 Journalism 1: News Writing

This subject covers the fundamentals of news gathering, news-writing and news-judgement for all media, study of news sources, fieldwork, research and interview techniques.

BCM1005 Journalism 2: Feature Writing

This subject introduces you to feature writing concepts and techniques that include idea sourcing, gathering of information, producing different types of feature stories and creating effective feature articles using appropriate writing techniques to produce newspaper and magazine articles.

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.

BCM1007 Media Management Principles

The subject is an introduction to media management. It covers the managing of media institutions and discusses their evolution, development, institutional arrangements, operations, and economic and organisational structure. You will also learn the ways in which institutional and organisational arrangements affect professional behaviour and media content.

BCM1009 Photography

This subject introduces you to the technical and aesthetic principles of photography and digital imaging manipulation. The subject will cover aperture and shutter speed control, exposure and lens angling and image reproduction like the characters and ISO sensitivity of different films. You will also learn the basic concepts and practical skills of photojournalism.

BCM1012 Essentials of Graphic Design

This subject serves as the foundation for other core subjects. It will cover both the design and software aspects of graphics and layout. You will learn the various stages of conceptualising and drafting, as well as the actual production and incorporation of all elements into a single piece of print or electronic publication. You will also be taught the principles of design, typography and colour, to bring your message across to the target audience and elicit the correct response.

BCM1013 Marketing & Corporate Communications

This subject introduces you to the world of media marketing and publicity through various strategies and activities designed to promote products and services from an organisational perspective. You will also learn various promotional tactics in order to execute a campaign to generate positive publicity and media coverage.

BCM1014 Media Scriptwriting

This subject provides a foundation in the principles and concepts involved in writing script for the media. It covers writing for different media platforms: radio, TV, video, new media as well as multimedia. You will learn the various stages of conceptualising ideas or stories, structuring and outlining, producing treatments, drafting scripts based on audience and purpose and revising scripts, taking into consideration visual treatments and styles for various scripts.

BCM2002 Basic Sub-Editing

In this subject, you will acquire skills in editing stories for clarity, consistency and conciseness for newspapers and news publications. You will also learn about editing for accuracy, word clarity, completeness and story organisation, grammar and word usage, punctuation, spelling, house style, as well as the mechanics of writing headlines and captions.

BCM2003 Broadcast Performance

You will be introduced to the various aspects of presentation required for effective on-air broadcast performance. The main components covered will include breathing techniques, pronunciation, sentence structure, diction and vocal delivery. You will also be taught the relevant broadcast presenting skills for the different types of on-air broadcasting and how to conduct broadcast interviews.

BCM2006 Film Theory & Criticism

In film theory, you will be introduced to the aesthetics of cinema and taught how a film is created and how it functions. Attention will be focused on the four primary components of film technique and production: mis-en-scene, cinematography, editing and sound. Film criticism introduces you to the different schools of film criticism and how to write film critiques.

BCM2007 Introduction to Audio Production

This is an introductory subject to audio production. You will learn the essential writing, listening and technical skills required to produce programmes for radio. You will also learn the various tools of the trade and how to operate each effectively. As part of the learning, you will be required to produce a series of short capsules for radio.

BCM2008 Multi-Camera Studio Production

In this subject, you will be introduced to the principles and concepts of multi-camera studio production. You will be taught to perform the various roles of the studio production crew and will be required to direct your own studio productions and complete a series of projects as part of the assessment.

BCM2010 Radio Studio Production

You will learn the techniques of live studio presentation including on-air announcement/presentation, conducting one-on-one interviews and chairing live panel discussions. You will also be trained to operate equipment used during live broadcasts. The subject also focuses on research and writing for radio, particularly in relation to planning of interviews and radio documentaries.

BCM2011 Single Camera Production

You will learn the concepts and processes in single camera production and will be taught the various stages of production. As part of the subject, you will learn camera operations, filming techniques, indoor/outdoor lighting techniques, basic scripting, directing and nonlinear editing.

BCM2014 Digital Media Production

This subject offers an insight into the theory and practice of digital media design and development. It aims to provide you with an understanding of the fundamentals of interactive media design through exposure and manipulation of various media and techniques. You will learn the various tools required for creating digital content.

BCM2015 Chinese Media Writing

Specially tailored for students interested in writing for the Chinese language media, this subject covers the various techniques and formats for writing in Chinese through an examination of reviews, editorials, features and reports. It also covers basic translation techniques.

BCM2016 Magazine Production

This subject covers the principles and techniques of magazine editing and production. You will practise writing headlines, titles and captions, photo-editing, layout design and use of computer editing technology. You will also study tools with which you can turn raw copy into publishable content that caters to specific audiences, angles and communication needs.

BCM2017 Professional Communication

This subject emphasises the communication skills in a professional setting. You will be taught how to write effective business correspondences, including job application letter and resume, and how to conduct yourself at interviews. You will also be taught aspects of intercultural communication, meeting skills, as well as how to write minutes of meetings in a business setting.

BCM2018 Media Research

The subject gives you a broad understanding of media research. It covers research methods, content analysis, survey research, experimental design, computer-based analysis tools and investigative reporting. You will conduct case studies on research reported in the media, examine the consequences of media research and study the research of “consumers” or readers.

BCM3010 Web & Digital Media Management

This subject provides you with the knowledge and skills to develop and manage web pages and digital media applications. Through hands-on sessions, you will be introduced to the essential tools needed to develop digital media projects. You will also explore and discuss new technological changes in the media and communications industries. As part of the deliverables of the subject, you are expected to be able to build a fully-functional website and applications for various platforms.

BCM3011 Major Project

This 8-cu subject takes the form of a final project. It allows you to propose and develop one that showcases the knowledge, skills and abilities that you have gained through the CMM course. Working in a team, you will be given 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, and drawing up timelines.

BCS1003 Legal Communication Skills 1

This subject will give learners an overview of what communication is and provide opportunity for the practice of effective communication in the legal context. The subject introduces skills for the acquisition of law-related vocabulary, skills for reading in the legal context and oral presentation skills. In addition, learners will be taught listening, note-taking, mind mapping and telephone skills for use in the legal context.

BCS1007 Writing & Presentation Skills

The subject will give you an overview of report writing and presentation skills. In report writing, you will learn about the different types of reports and how to put together a complete business report using the appropriate language and format. In terms of presentation skills, you will learn how to prepare and deliver an effective oral presentation.

BCS1008 Meeting Skills & Communication Etiquette

This subject aims to equip you with the communication skills that are vital for your success at the work place. You will learn the skills of conducting yourself professionally in different formal business situations. You will also learn how to deal with cross-cultural situations and acquire networking skills. Additionally, you will develop skills in writing different types of meeting documents such as agenda, notice of meeting and minutes of meeting.

BCS1009 Business Correspondence & Job Search Skills

The subject provides you with the relevant business correspondence skills for internal communication with company staff, and external communication with business partners. You will study business writing skills such as writing emails, memos and letters for inter-office and intra-office communication. You will also learn how to write job application letters and resumes, and how to conduct yourself appropriately at job interviews.

BCS1010 Legal Communication Skills 2

Students will build on the basic communication skills acquired in Legal Communication Skills 1 to learn other communication skills necessary to conduct effective meetings and interviews in a legal context. Students will also be trained to draft legal opinions and legal letters.

BEC1001 Microeconomics

This subject provides an understanding of the broad framework of microeconomic analysis. Conceptual tools of economic analysis such as scarcity, demand and supply will be introduced, followed by a study of consumer behaviour, product market and resource market.

BEC1002 Macroeconomics

This subject provides an understanding of the broad framework of macroeconomic analysis. The equilibrium level of national income, business cycle, unemployment, inflation, and monetary and fiscal policies will be discussed, followed by a study of international trade.

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.

BHT1018 Etiquette of Business & Service Knowledge

This subject covers the fundamentals of grooming, dining, office culture and practices that are essential in enabling you to make the transition from education to work. The service knowledge aspect will serve as a foundation upon which you can draw various theories and strategies of customer service and learn how to apply these in your future dealings with clients/customers during your internship and work life.

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.

BHT2003 Club & Resort Business

This subject covers the various definitions and classifications of club and resort business, resort planning and development, as well as operations and marketing of clubs and resorts. It gives you an appreciation of the operational challenges faced by clubs and resorts.

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 not only the technical skills required to provide efficient and competent service, but also 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 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 niche tourism, 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.

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.

BLM1003 Legal Systems & Methods 1

This subject introduces the concept of law and the legal system in Singapore. You will learn the respective roles and structure of the executive, legislature and the judiciary. You will also be trained in case reading and statutory interpretation.

BLM1004 Legal Systems & Methods 2

This is a follow-up on Legal Systems & Methods 1 to further reinforce skills such as statutory interpretation. There will be field trips to key legal institutions such as Parliament to bring alive the study of the legal system of Singapore. You will gain an insight into the Legislature and the Executive in this component.

BLM2001 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.

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.

BLM3001 Advanced Civil Procedure

This subject focuses on the civil litigation process from the post-judgement stage, including the basics of insolvency proceedings. It also covers accident litigation, matrimonial proceedings and an introduction to the Electronic Filing System.

BLM3002 Arbitration & Alternative Dispute Resolution

This subject introduces the various dispute settlement processes with emphasis on arbitration and mediation. Students will learn both the theoretical and practical aspects of mediation and arbitration.

BLM3003 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.

BLM3004 Commercial Transactions

This subject introduces the Sale of Goods Act, the concepts of "property" and the passing of risk. It includes common commercial transactions like hire purchase and leasing and covers international trade and legal issues relating to e-commerce.

BLM3005 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.

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.

BLM3007 Insurance Law & Practice

This subject provides an understanding of the law that governs the insurance business in Singapore as well as the concepts and legal aspects of insurance and its application to the main classes of insurance. Topics covered include risk management, insurance operation, insurance legislation and documentation, principles of insurance such as duty of utmost good faith and insurable interest, various classes of insurance such as motor insurance and the operational aspects of insurance in relation to claims and settlements. It also covers the duties and responsibilities of Agents and Brokers.

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.

BLM3010 Law of Banking & Finance

This subject introduces you to key aspects of the banker-customer relationship, and the rights and obligations owed by each party to the other. It covers the law relating to negotiable instruments and also examines the legal framework for various financing transactions.

BLM3011 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.

BLM3012 Shipping Law & Practice

This subject introduces the general principles of shipping law and practice in Singapore, with emphasis on procedures in the arrest and sale of vessels and the salient aspects of ship registration. The law governing carriage of goods by sea will also be covered.

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.

BLM3016 Media Law

Designed for non-law students, this subject looks at the laws, rules and regulations governing the media in Singapore. In particular, it focuses on intellectual property, slander and libel laws in relation to the broadcast, print and Internet media. The subject also addresses ethical issues and considerations in news reporting and gathering.

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.

BLO1001 Business Statistics

This subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, linear regression and correlation, probability distributions and hypotheses testing. Students will learn to use basic statistical concepts to solve simple business-related problems.

BLO1002 Business Calculus

This subject covers concepts of calculus and an understanding of the application of calculus to solve business problems. Topics such as functions, graphs and limits, differentiation, exponential and logarithmic functions, and integration will be covered.

BLO1004 Research for Hospitality & Tourism

This subject provides a basic understanding of statistics and research techniques. You will learn to formulate a research problem relating to the hospitality and tourism industry, and to validate information sources that are useful in the solution of the problem. The subject also covers basic research theories and research-related software.

BLO2004 Operations Management

This subject covers fundamental concepts and techniques of operations management with emphasis on the management of processes that create goods and/or provide services. The subject begins with a look at value creation in organisations. Next, product and service design will be explored, followed by techniques for efficient production of goods and delivery of services. With this foundation, you will learn the concepts of quality management and performance measurement.

BLO2005 Purchasing Principles & Practice

This subject provides the knowledge of purchasing principles and practices, coupled with an understanding of the operations in supply chain management required for purchasing personnel to perform their duties. It covers supplier management, purchasing performance measurements, planning and control, negotiation, bidding and global sourcing.

BLO2010 Distribution Centre Management

This subject provides an overview of the role of a Distribution Centre in the supply chain, the various activities performed within a Distribution Centre and the significance of these activities on customer service and total logistics costs. You will learn the various types of storage systems and material handling equipment, as well as the different types of warehouse layouts, and the application of a Warehouse Management System (WMS) for efficient operations.

BLO2011 Materials Management

This subject provides an overview of materials management with emphasis on planning, scheduling and controlling the flow of materials to achieve shorter lead time and faster turnaround for finished goods to reach customers. It also equips you with knowledge of inventory management and control, and the application of IT in materials management.

BLO2013 Supply Chain Management & Technology

This subject provides an overview of the relation between supply chain management and logistics management. It focuses on the major functional components in a supply chain and explains how they interact with one another in contributing to the success of a business organisation. The application of technology such as Barcode and Radio Frequency Identification will also be emphasised as technology is a key driver of business operations in the supply chain.

BLO2014 Quantitative Analysis for Business

This subject provides a basic understanding of key operations research concepts such as Linear Programming, Queuing Theory, Network Distribution Models and Project Management. You will learn the concepts of optimality and resource constraints and how to solve real logistics and operations problems.

BLO2015 Transport & Freight Management

This subject provides an insight into the effective management of transport for freight movement through the use of a vast network of transportation modes. The importance of making proper and accurate declarations in any shipment will also be emphasised to instill in you the need for integrity and accuracy.

BLO3015 Global Trade & Singapore Logistics

This subject provides an overview of the roles of global trade and logistics in supporting and effecting the economic development of Singapore. It covers the logistics sector in Singapore as an enabler for trade. It also provides exposure to key initiatives driven by the various government agencies such as the Economic Development Board, the Singapore Customs and International Enterprise Singapore. The role of the World Trade Organisation, free trade agreements and regional treaties will also be analysed.

BLO3016 International Freight Practices

This subject provides you with in-depth knowledge of freight management. The module will focus on the significance of freight transport in the global setting and topics related to freight tariff systems, costing, operational flows, customs documentation and clearance procedures to give you a good understanding of the practices in the international freight industry.

BLO3018 Business Process Management & Simulation

This subject equips you with practical methodologies used by the industry to measure the business processes and to simulate feasible solutions for process improvement. Measurement techniques such as time study and work sampling will be covered. You will also learn to design simulation models of the various logistical and operational elements in a typical supply chain system.

BLO3019 Chemical Logistics

This subject provides an overview of the logistical activities performed by the chemical industry in Singapore. You will be given a basic understanding of international and Singapore regulations governing the logistical aspects of chemical products and the application of these regulations to ensure safe storage, handling and transportation of chemical products without endangering the safety of personnel and the environment. The subject will provide opportunities for you to work on industry-based problems which will help you develop your process and problem solving skills. It also aims to instill in you a sense of responsibility which is necessary when dealing with such products in actual work environments.

BLO3020 Cold Chain Management

This subject provides an overview of the logistical activities performed by the cold chain industry. You will review the international and Singapore regulations governing the logistical aspects of food and pharmaceutical products, and apply these regulations to ensure the safe storage, handling and transportation of temperature products without endangering the safety of personnel and the environment.

BLO3021 Project Management & Logistics

This subject focuses on the fundamentals of multi-modal transportation. You will learn the operations and the various considerations when planning a shipment involving out-of-gauge cargo, the various types of equipment used, and the compliances required when moving such cargo within Singapore. You will also learn project management skills and how to apply them to plan and manage a logistics project involving transportation of out-of-gauge cargo and large shipments over a period of time.

BLO3022 Events & Humanitarian Logistics

This subject focuses on the fundamentals of managing the logistics of fairs, exhibitions and events, as well as humanitarian operations. For the event logistics component, you will be taught site survey and analysis, transportation and handling of exhibits up to the fairgrounds, dismantling, documentation, customs clearance, as well as repacking and re-export. The subject will also cover humanitarian operations in the Asia-Pacific regions. You will be taught risk management, assessment and planning, transportation, air and coastal operations, customs clearance and supply chain coordination for emergency relief operations.

BLR2002 Attractions Management

Forming the backbone of this subject is the study of the various types of visitor attractions, both man-made and natural, their unique characteristics and 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

This subject is designed to provide an overview of gaming operations. Key topics include the development of gaming, gaming trends, technology, hotel and resort gaming organisational structure, 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 is 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 that as practised in the leisure industry. It includes areas such as convention centres, golf clubs, cruises, spas and theme parks, covering basic concepts such as demand forecasting and yield management, as well as strategies and tactics used by the leisure industry with regards to revenue management.

BLR3001 Festivals & Events Management

This subject introduces the scope and the operational aspects of events in the context of the leisure industry. To achieve this, you will be introduced to knowledge involved in the planning, development, programming and production of medium and large scale events. Key topics such as the type, importance of events for the leisure and tourism sectors, marketing, human resource management, and 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, management of service excellence and quality issues, financial management, marketing, events planning, recreation, sport and fitness facilities management. The subject emphasises the development of technical and conceptual skills for successful club management.

BLR3005 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, as well as its characteristics, maritime issues, cruise facilities, cruise operations management with an emphasis on cruise destinations, itinerary planning, and sales and marketing aspects of the cruise business.

BLR3008 Spa & Wellness Management

This subject provides a comprehensive overview of the operations and management of spa and wellness businesses. As a starting point it will examine the different types of spa and wellness organisations and proceed to examine 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.

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.

BMK1001 Basics of Entrepreneurship

This subject examines the traits of successful entrepreneurs and the basic elements of generating new business ideas. Through lectures, online learning and tutor consultation, you will have the opportunity to identify, assess and select viable businesses, and then develop preliminary business proposals through a typical entrepreneurship process. It helps to develop your entrepreneurial mindset.

BMK2001 Advertising & Promotion

This subject provides you with an understanding of customer communications. It focuses on the role and the entire process that marketing communications play in developing strong relationships with customers, channels and other stakeholders in a variety of contexts.

BMK2002 Consumer Behaviour

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.

BMK2004 Financial Aspects of Marketing

This subject provides a broad overview of financial management and introduces financial techniques and concepts that are important to marketers. It gives you an opportunity to use financial statements and ratio analysis to assess a company's financial health and its future prospects.

BMK2005 Marketing Research

This subject provides an overview of the role of marketing research 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 research is an absolute necessity.

BMK2007 New Media Marketing

This subject provides insights into the use of new media as a marketing platform in consumer engagement and achieving marketing objectives.

BMK2014 Creative Campaign Project

This subject provides an understanding of the creative process and practical issues in marketing campaigns. You will learn to generate effective communication messages and creative strategies and explore different techniques in visual communication. You will also learn the essentials of client and campaign management and get an overview of socially responsible communication and practices.

BMK2015 Customer Relationship & Services Marketing

This subject provides an overview of the importance of developing long-term profitable relationship with customers through quality products and services. It focuses on managing customer dynamics, attitudes and perceptions so as to attract, retain, and forge strong relationships. You will be equipped with knowledge and skills to apply the concepts of Customer Relationship Management (CRM) and marketing of services to help improve business performance.

BMK3004 Strategic Marketing

This subject provides an overview of the planning and control in strategic marketing development and implementation. Product development, innovation and creativity are highlighted to reflect the increasing importance in these key areas. The impact of rapid advances in technology on globalisation and implications for marketing will also be covered. You will develop core skills in preparing and presenting practical marketing plans.

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 of international businesses.

BMK3008 Public Relations

This subject seeks to equip you with the essentials of public relations and event management. You will acquire the theories, tools and techniques of public relations and apply them to real-life situations professionally. Emphasis will be placed on public relations and events that seek to enhance understanding between an organisation and its stakeholder publics.

BMK3011 Brand Management

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 exploring and understanding the importance of brands, what brands mean to consumers and how to develop, manage and protect brands.

BMK3012 Sales & Account Management

This subject provides you with a comprehensive coverage of consultative selling, partnering, value-added selling, contextualised selling in both consumer and non-consumer industries, and fundamentals of sales management.

BMK3015 Major Project

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

BMP3003 Major Project (Business Information Technology)

This subject provides you with an opportunity to apply your knowledge and skills acquired during classes and working experience in the Student Internship Programme. Students work in teams throughout the semester to produce a business proposal, system prototype, and technical documentation. They are also required to make a formal presentation of the project undertaken.

BMP3007 Major Project (Logistics & Operations Management)

This subject provides you with an opportunity to understand real-life problems in companies. The integration of the various fields of logistics requires you to apply the knowledge learnt throughout the course to solve real-life problems. You will work as a team to identify the problem, conduct independent research, collect the relevant data for analysis and make feasible recommendations through a comprehensive report and a formal presentation.

BRM1001 Retail Accounting 1

This subject explains and illustrates how retail business transactions are recorded, summarised, classified and reported and the underlying accounting principles that govern the techniques employed.

BRM1002 Principles of Retail Management

This subject introduces the basic principles and concepts in the field of retailing with particular emphasis on topics ranging from an introduction to basic retailing principles and practices, building and sustaining relationships in retailing to the key elements in the retail marketing mix.

BRM1003 Retail Accounting 2

This subject explains and illustrates how a retail business transacts with particular emphasis on cash management, inventory management, accounts receivables, accounts payables, fixed assets, long-term liabilities and shareholders' equity.

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.

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.

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.

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.

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 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.

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.

BRM3008 International Marketing & Retailing

This subject provides you with skills to address major issues and complexities affecting marketing and retailing at a global level. Areas of focus include internationalisation strategies and the cultural dimensions impacting international marketing/ retailing and global trends.

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 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.

BSI3022 Student Internship Programme (Retail Management)

The Student Internship Programme provides real-world experience with reputable retailers and mall management companies. The job rotation offers opportunities to develop deeper practical skills across various retail functions. The programme is also intended to hone the interpersonal skills of interns to prepare them for future employment.

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.

BSI3004 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 be interning with media companies or performing in a communications and media role with companies in different industries.

BSI3006 Student Internship Programme (Law & Management)

This 12-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.

BSI3012 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.

BSI3014 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 they are placed in.

BSI3015 Student Internship Programme (Leisure & Events 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.

BSI3016 Student Internship Programme (Business Information Technology)

This 16-week internship programme 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 also provides you with the opportunity to apply the concepts and skills acquired through working in companies and organisations.

BSI3019 Student Internship Programme (Business)

This 16-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.

BSI3020 Student Internship Programme (Logistics & Operations Management)

This 16-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 to experiences in an organisational setting. This practical training also provides you with the opportunity to apply logistics and operations management concepts and skills to projects and work situations.

BSI3021 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.

BSI3022 Student Internship Programme (Retail Management)

The Student Internship Programme provides real world experience with reputable retailers and mall management companies. The job rotation offers opportunities to develop deeper practical skills across various retail functions. The programme is also intended to hone the interpersonal skills of interns to prepare them for future employment.

BSI3023 Student Internship Programme (Accounting & 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.

LEA1001/1002/1003 Leadership: Essential Attributes & Practice (LEAP)

This is a leadership and character education programme that comprises three core subjects – LEAP 1, 2 and 3. It seeks to cultivate in you the dispositions (i.e. attitude, skills and knowledge) towards the development of your leadership competencies. It is a leadership programme that enables you to develop leadership life-skills that embrace character as the core foundation for your leadership credibility and influence.