2010/2011
School of Business

- Accountancy
- Banking & Financial Services
- Business Administration
- Business Information Technology
- Engineering with Business
- Financial Informatics
- Human Resource Management with Psychology
- International Business
- Tourism And Resort Management

www.sp.edu.sg
The diplomas offered by the School of Business are highly valued by employers and are also widely recognised by reputable universities globally for admission to degree programmes with advanced credit standing. Quality curriculum is assured through comprehensive review by esteemed professors from local and foreign universities.

We offer a wide range of business courses from established business disciplines of: accountancy, human resource management, marketing and retailing, banking and financial services, to the exciting fields of financial informatics, business information technology, logistics and supply chain management, tourism and resort management, international business and entrepreneurship.
Our diplomas are designed to provide a sound broad-based business education complemented by specialised training. Our curriculum emphasises the development of a set of core business and life skills and also aims at inculcating an enterprising spirit with a global focus. We offer state-of-the-art facilities and enriching experiential learning programmes. We have a dynamic team of more than 100 full-time qualified, experienced and caring lecturers.

What We Offer
A Wide Range of Courses
Nine diploma courses with a choice of 20 specialised options, two diploma-plus programmes and an interesting range of elective modules offer choice and diversity to enrich your education.

Common First Year modules for six diplomas (Accountancy, Banking & Financial Services, Business Administration, Human Resource Management with Psychology, International Business and Tourism and Resort Management) provide flexibility to transfer within these diplomas, subject to student performance and availability of vacancies.

A Clear Advantage
State-of-the-art and Specialised Training Facilities
- Hilltop Library
- Centre for Electronic Commerce
- Dealing Room
- The Retail Communications Studio
- The Entrepreneurship Incubation Centre
- SPICE Travel

Practical and Entrepreneurial Training
- Local and overseas industrial training programmes
- Local and overseas community projects
- Company-sponsored projects
- Entrepreneurship practicum
- Entrepreneurship competitions
- Event Management
- Hands-on store operations and visual merchandising projects
- Marketing plan competitions
- Business strategy simulation exercises
- Industry practitioners to assess students’ business and marketing plans
- Dialogues and networking with industry leaders

A Global Mindset
- Value-added International Training And Learning programmes (SB VITAL).
- Credit-transfer programmes at reputable foreign universities
- Overseas industrial training
- Study tours to regional countries
- Student exchange programmes
- Foreign language courses
- Cross-cultural awareness and sensitivity training

Career Opportunities and Further Education
- Excellent employment opportunities across all sectors of the economy
- Direct admission into Year Two of a three-year degree programme at reputable foreign universities
- Generous advanced credit standing from professional bodies

Excellent Student Achievements
- Awarded top honours degrees from local and renowned foreign universities
- Local and overseas scholarships
- Champions of many national competitions including SIM National Management Competition, Chartered Institute of Marketing Singapore International Marketing Competition, The University of Adelaide Singapore eChallenge, FINEX Financial Literacy Competition and SIFE National Competition.
**Entry Requirements**

Applicants must have the following minimum results taken at not more than two sittings of the GCE ‘O’ Level Examination:

<table>
<thead>
<tr>
<th>GCE ‘O’ Level</th>
<th>DAC/DBA/DBF/ DHRMP/ DIB &amp; DTRM</th>
<th>DBIT/DFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>1-6</td>
<td>1-7</td>
</tr>
<tr>
<td>Mathematics</td>
<td>1-6</td>
<td>1-6</td>
</tr>
<tr>
<td>Any 3 other subjects</td>
<td>1-6</td>
<td>1-6</td>
</tr>
</tbody>
</table>

In order to be eligible for admission, you must also have sat for one of these 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 (EL)
- Music
- Principles of Account
- Additional Combined Science
- Additional Science
- Biology
- Chemistry
- Combined Science
- Computer Studies
- Creative 3D Animation
- Design & Technology
- Engineering Science
- Food & Nutrition
- Fundamentals of Electronics
- General Science
- Human & Social Biology
- Integrated Science
- Physical Science
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)
- Science (Physics, Chemistry, Biology)

Applicants who have obtained the Higher National ITE Certificate (Higher NITEC), or Industrial Technician Certificate (ITC)/Certificate of Business Studies (CBS) in the following courses and whose Grade Point Average (GPA) >=2.0 may apply into the three-year full-time course.

<table>
<thead>
<tr>
<th>Course</th>
<th>DBIT</th>
<th>DAC/DBF</th>
<th>DBA</th>
<th>DFI</th>
<th>DTRM</th>
<th>DIB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Banking Services</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Information Systems</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Information Technology / E-Commerce</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Studies (Administration) / Secretarial</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Studies (Event Management)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Studies (Service Management)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Studies (Sports Management)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Games Design &amp; Development</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Information Technology</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Network Security Technology</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Wireless Technology</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hospitality Operations</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Integrated Logistics Management / Logistics</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Leisure &amp; Travel Operations</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Entry Requirements
Applicants must have offered the following subjects taken at no more than two sittings of the GCE ‘O’ level examination:

<table>
<thead>
<tr>
<th>GCE ‘O’ Level Certificate</th>
<th>DEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>1-7</td>
</tr>
<tr>
<td>Mathematics (Elementary/Additional)</td>
<td>1-6</td>
</tr>
<tr>
<td>And one of the following subjects</td>
<td>1-6</td>
</tr>
<tr>
<td>• Physical Science</td>
<td></td>
</tr>
<tr>
<td>• Science (Physics, Chemistry)</td>
<td></td>
</tr>
<tr>
<td>• Combined Science</td>
<td></td>
</tr>
<tr>
<td>• Physics</td>
<td></td>
</tr>
<tr>
<td>• Science (Physics, Biology)</td>
<td></td>
</tr>
<tr>
<td>• Chemistry</td>
<td></td>
</tr>
<tr>
<td>• Science (Chemistry, Biology)</td>
<td></td>
</tr>
<tr>
<td>• Biology</td>
<td></td>
</tr>
<tr>
<td>• Design &amp; Technology</td>
<td></td>
</tr>
<tr>
<td>• Fundamentals of Electronics</td>
<td></td>
</tr>
<tr>
<td>And two other subjects</td>
<td>1-6</td>
</tr>
</tbody>
</table>

Applicants who have obtained the Higher National ITE Certificate (Higher NITEC), or Industrial Technician Certificate (ITC) in the following courses and whose Grade Point Average (GPA) >= 2.0 may apply into the three-year full-time course:

• Electrical Engineering
• Electronic Engineering
• Industrial Electronics Engineering
• Electro-Mechanical Engineering
• Mechatronics Engineering
• Information Technology
• Manufacturing Engineering
• Mechanical & Electrical Engineering Design / Mechanical & Electrical Drafting & Design
• Mechanical Engineering
Since the 1950s, Singapore Polytechnic has trained Accountancy graduates who have risen to become partners in international accounting firms, chief executive officers and finance directors of multinational companies.

First-class Training Opportunities
Our course combines technical skills, computer applications in accounting and practical training, so that our graduates add value at work.

We offer 5 options of electives:
- integrated accounting practice
- information technology
- business development
- international business
- finance

You will be attached to companies for exposure to various aspects of accounting work in our Industrial Training Programme. You can also apply to do your industrial training overseas.

Rewarding Future
Graduates have excellent job prospects in accounting, auditing, costing, finance, taxation, banking, finance, and systems analysis.

Besides advanced standing in foreign universities, graduates are also granted partial exemptions from the examinations of professional bodies, such as:
- The Association of Chartered Certified Accountants (ACCA),
- The Chartered Institute of Management Accountants (CIMA), and
- The Singapore Association of the Institute of Chartered Secretaries and Administrators (SAICSA).

Our Accountancy graduates are granted the most exemptions for professional examinations such as CIMA. We are the only polytechnic to be ranked for research productivity in Accounting among Asian-Pacific Universities.

HIGHLY VALUED DIPLOMA

“Singapore Polytechnic has a Diploma in Accountancy that is clearly highly valued by the Singapore business community, national and international universities.”

Professor Colin Ferguson,
University of Melbourne

For more information on this course, please call Lee-Tan Lin at 6772-1879.
## Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
</table>
| - Principles of Accounting  
- Economics  
- Statistics for Business  
- Business Communication  
- Management & Organisational Behaviour  
- Fundamentals of Marketing  
- IT for Business  
- Our Nation, Our World  
- Discovering Business & Enterprise  
- General Elective Module | - Financial Accounting  
- Cost Accounting  
- Taxation  
- Fundamentals of Finance  
- Corporate Finance  
- Business Law  
- Auditing I  
- Critical Reasoning Skills  
- General Elective Module | - Management Accounting  
- Advanced Financial Accounting  
- Company Law  
- Auditing II  
- Information Systems  
- Communication Skills for Business  
- General Elective Module  
- Choose free elective modules to form options* |

* One area of Option from:

### Integrated Accounting Practice Option
- Integrated Accounting Practice  
- Corporate Secretarial Practice

### Finance Option
- Financial Markets  
- Fundamentals of Investments  
- International Trade Finance & Documentation

### Business Development Option
- Business Development  
- Corporate Secretarial Practice

### International Business Option
- Global Business Environment  
- Understanding Cross Cultural Diversity  
- Principles of Import-Export Trade

### Information Technology Option
- Web Publishing  
- Fundamentals of Electronic Business  
- Fundamentals of Spreadsheet Programming
The Diploma in Banking and Financial Services provides a choice of two options - Banking and Financial Trading.

A Head Start
The banking and financial services sector is one of the major contributors to Singapore’s economic growth.

The Banking Option trains students to meet the dynamic needs of Singapore’s banking and financial services sector and contributes to the Government’s drive to maintain Singapore’s status as an international financial centre. We offer knowledge and skills to launch you into the dynamic and challenging world of banking and financial services.

The course provides practical training, modern facilities and an excellent curriculum to give you a head start in your careers, in any of the following areas: corporate banking, retail banking, private banking, investment / treasury, international banking and others.

You receive a quality educational programme that is specialised, yet broad-based and well recognised by many universities.

First-class Training Opportunities
The School, in collaboration with a Financial Planning education provider, is able to present you with a unique opportunity to graduate with a Diploma in Banking & Financial Services together with a certificate in the area of financial planning.

You will be attached to international banks, financial institutions and relevant companies for practical training. Students also have the opportunity of going overseas for industrial training or on study trips.

For more information on this course, please call Christopher Cheong at 6772-1842.
### Rewarding Future
The dynamic financial services sector, which continues to be a main driving force of the Singapore economy, holds promising prospects for graduates.

You can look forward to rewarding and challenging careers in the following:
- banks,
- other financial institutions such as finance companies & insurance companies, and
- the finance department of any company.

### Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Principles of Accounting</td>
<td>• Financial Markets &amp; Institutions</td>
<td>• Credit Risk Analysis &amp; Management</td>
</tr>
<tr>
<td>• Economics</td>
<td>• Macroeconomic Analysis</td>
<td>• Banking Law</td>
</tr>
<tr>
<td>• Statistics for Business</td>
<td>• Financial Accounting</td>
<td>• Financial Planning</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• Customer Relationship Management</td>
<td>• Wealth Advisory Process &amp; Relationship Skills</td>
</tr>
<tr>
<td>• Management &amp; Organisational Behaviour</td>
<td>• Critical Reasoning Skills</td>
<td>• New Venture Planning</td>
</tr>
<tr>
<td>• Fundamentals of Marketing</td>
<td>• Business Law</td>
<td>• Professional Preparation</td>
</tr>
<tr>
<td>• IT Applications in Business</td>
<td>• Fundamentals of Finance</td>
<td>• General Elective Module</td>
</tr>
<tr>
<td>• Discovering Business &amp; Enterprise</td>
<td>• Corporate Finance</td>
<td>• Free Elective*</td>
</tr>
<tr>
<td>• Our Nation, Our World</td>
<td>• International Trade Finance &amp; Documentation</td>
<td>* One Free Elective from:</td>
</tr>
<tr>
<td>• General Elective Module</td>
<td>• Investment</td>
<td>• Introduction to Psychology</td>
</tr>
<tr>
<td></td>
<td>• Treasury</td>
<td>• Independent Study Project</td>
</tr>
<tr>
<td></td>
<td>• General Elective Modules</td>
<td>• Mathematics for Business</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fundamentals for Financial Modelling</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fixed Income Analysis</td>
</tr>
</tbody>
</table>

### WELL PREPARED FOR CAREER IN BANKING

“The Diploma in Banking & Financial Services (DBF) has definitely helped me to prepare for my career. Many modules taught have complemented my work in the bank. I strongly recommend anyone who has an interest in finance and accounting to join DBF, which builds great skills for a career in banking.”

Ms Lusy Ke, Graduated from Singapore Polytechnic in 1999 & London School of Economics with First Class Honours in B Sc Accounting in 2003
The Diploma in Banking and Financial Services provides a choice of two options - Banking and Financial Trading.

A Head Start
Singapore is the fourth largest foreign exchange centre and a major international hub for fund management; while the Singapore Exchange has been the fastest growing financial futures exchange.

With Singapore as an international financial centre, graduates of the Financial Trading Option are in demand by banks, insurance companies, fund management companies and broking firms, as well as the finance departments of various companies.

We offer the opportunity to gain hands-on experience in a Dealing Room complete with real-time information system and communications network. You will receive a broad-based business education, in addition to specialisation in Financial Trading.

First-class Training Opportunities
Our students have consistently emerged champions in national financial and business strategy competitions. Thus far, they have won 11 tertiary financial competitions, four national financial competitions, eight national business strategy competitions, and one international competition.

They emerged champions in the SGX-NTU / AIESEC Financial Futures Game for 11 times. They were also champion for the National Management Competition for six consecutive years from 2004 to 2009.

They have represented Singapore in the Asian Management Game since 2004, and won second placing in November 2008.

You will be attached to financial institutions and relevant companies in our Industrial Training Programme, or you can apply to undergo industrial training overseas.

For more information on this course, please call Christopher Cheong at 6772-1842.
BETTER CAREER OPPORTUNITIES IN FINANCIAL MARKETS

"Financial Trading graduates stand a better chance for a good career in the financial markets with their training from this course."

Mr Benjamin Foo, Senior Vice-President, Singapore Exchange Ltd.

Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Principles of Accounting</td>
<td>• Financial Markets &amp; Institutions</td>
<td>• Futures &amp; Options</td>
</tr>
<tr>
<td>• Economics</td>
<td>• Macroeconomic Analysis</td>
<td>• Technical Analysis</td>
</tr>
<tr>
<td>• Statistics for Business</td>
<td>• Financial Accounting</td>
<td>• Fixed Income Analysis</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• Critical Reasoning Skills</td>
<td>• Portfolio Management</td>
</tr>
<tr>
<td>• Management &amp; Organisational Behaviour</td>
<td>• Fundamentals of Finance</td>
<td>• Forex Trading</td>
</tr>
<tr>
<td>• Fundamentals of Marketing</td>
<td>• Business Law</td>
<td>• Technical Trading</td>
</tr>
<tr>
<td>• IT Applications in Business</td>
<td>• Corporate Finance</td>
<td>• New Venture Planning</td>
</tr>
<tr>
<td>• Discovering Business &amp; Enterprise</td>
<td>• Equity Analysis</td>
<td>• General Elective Module</td>
</tr>
<tr>
<td>• Our Nation, Our World</td>
<td>• Security Regulations</td>
<td>• Free Elective*</td>
</tr>
<tr>
<td>• General Elective Module</td>
<td>• Customer Relationship</td>
<td>* One Free Elective from:</td>
</tr>
<tr>
<td></td>
<td>• Management Management</td>
<td>• Financial Planning</td>
</tr>
<tr>
<td></td>
<td>• General Elective Module</td>
<td>• Introduction to Psychology</td>
</tr>
</tbody>
</table>

Rewarding Future

Your employment prospects are bright and financial rewards will be among the highest in Singapore! You will find exciting careers in:

• dealing, trading, and broking,
• research, and risk control
• sales and marketing
• operations and settlements
• regulatory compliance, and

• other support activities in the forex, futures & options, stocks, bonds, bullion, and commodities markets.

Besides advanced standing in overseas universities, graduates will receive assistance in employment placements, especially in financial markets.
Young Singaporeans value personalisation and involvement. The Diploma in Business Administration (DBA) programme accommodates the needs and aspirations of our young Singaporeans by providing them with choices galore.

The DBA programme provides a broad overview of how the business world operates. The course encourages students to consider the practical application of business concepts to the real world. Having acquired the technical knowledge and skills, students have the opportunity to specialise via options. DBA graduates with such attributes are much sought after by employers as they are primed to start contributing to the organisation quickly.

Over the first two years, students will acquire knowledge and skills in core business fundamentals. In the final year students will be given the opportunity to select from multiple options grouped under Business Function, Industry Sector, and Student-Directed Programme based on their interests and career aspirations.

The options available to students are:

**Business Function**
- Marketing Management Option
- Human Resource Management Option
- Public Relations and Advertising Option
- International Business and Trade Option

**Industry Sector**
- Retail Management Option
- Logistics & Supply Chain Management Option
- Tourism Management Option

**Student-Directed Programme**
- Entrepreneurship Option
- Overseas Immersion Programme Option

Students can either choose to study a combination of two options over two semesters or study one option in Semester 1 and opt for the Overseas Immersion Programme or Entrepreneurship in Semester 2.

The **Human Resource Management (HRM) Option** aims to equip students with the necessary human resource management knowledge and skills to be competent HR executives. Graduates can enjoy meaningful careers in areas such as recruitment and selection, training and development, compensation and benefits and HR planning.

*For more information on this course, please call Tang Kah Heong at 6870-4821.*
The **Tourism Management (TM)** Option focuses on grounding students with the essential service orientation and management know-how needed in the tourism and hospitality industry. Graduates can gain enriching careers in a variety of tourism related services such as travel and hospitality management, exhibition and convention and event management.

The **Public Relations & Advertising (PRA)** Option will instill in students an insightful understanding and application of PR and Advertising concepts, practices and techniques used by successful practitioners. Students will learn how to develop effective integrated public relations and advertising campaigns. Graduates can work as PRA executives in corporate communication departments of companies across all industries.

The **International Business and Trade (IBT)** Option provides students with a good working knowledge and skills in international trade, global marketing and overseas market entry strategy. An overseas business study mission is an essential component of the course. Students will witness and experience how international business and trade are being conducted, explore potential business opportunities and network with business people.

This **Logistics and Supply Chain Management (LSCM)** Option will build students’ competencies in logistics and supply chain management. Students in this option will also learn the use of industry standard software applications and technology such as ERP, Warehouse Management System, etc. Graduates can excel in careers such as logistic executive, customer service executive, sourcing manager, business planner and analyst.

In the **Marketing Management (MM)** Option, students will acquire vital marketing concepts, perspectives and skills of successful marketing professional. Students will be able to design impactful integrated marketing plans. Graduates are versatile and capable of gaining employment in areas such as advertising and sales, marketing research, marketing communication and business development.

The **Retail Management (RM)** Option provides students with hands-on training in retail operations and management, visual merchandising, retail buying and marketing. The practical training serves to enhance the employability of graduates for a variety of interesting careers in the retail business such as retail sales and marketing, merchandise buying, retail operations and visual merchandising.
In the Entrepreneurship (ENT) option, students will learn how to start and run their own businesses. The Entrepreneurship Practicum is an integral component of the option curriculum where students will gain hands-on experience in learning how to source for funds, negotiate with suppliers, pitch to prospective customers, manage resources and funds effectively, as well as handle uncertainty and risks. At the end of the practicum, students would have sharpened their business acumen and acquire risk-taking capabilities in their new venture.

The Overseas Immersion Programme aims to immerse students in a foreign business and cultural environment. Students on this programme will attend classes in the host institution overseas. Ample scope will be provided for students under this programme to appreciate the cultural and business settings of their host countries thus expanding their global vision.

For students who are keen to pursue further education, they will be pleased to know that they can opt to take up advanced modules, such as Mathematics for Business and Economics Analysis.

A Bright Future Awaits
The globalised business environment opens new opportunities to the field of business. DBA graduates, thanks to the knowledge and skills developed on the course, have an excellent record of finding employment covering a wide range of appointments both in the private and public sectors.

Many also proceed for their undergraduate studies and enjoy generous advanced standing that allows them to enrol in the second year of a foreign degree programme.
# Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• First Year</td>
<td>• Human Resource Management</td>
<td>• New Venture Planning</td>
</tr>
<tr>
<td>• Principles of Accounting</td>
<td>• Financial and Management Accounting</td>
<td>• Communication Skills for Business</td>
</tr>
<tr>
<td>• Economics</td>
<td>• Fundamentals of Electronic Business</td>
<td>• Option Modules</td>
</tr>
<tr>
<td>• IT for Business</td>
<td>• Marketing Research</td>
<td>- Refer to modules under the option below.</td>
</tr>
<tr>
<td>• Fundamentals of Marketing</td>
<td>• Cross Cultural Sensitivity &amp; Ethics</td>
<td>• General Elective Module</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• General Elective Module</td>
<td></td>
</tr>
<tr>
<td>• Discovering Business and Enterprise</td>
<td>• Business Law</td>
<td></td>
</tr>
<tr>
<td>• Statistics for Business</td>
<td>• Financial Analysis and Management</td>
<td></td>
</tr>
<tr>
<td>• Management &amp; Organisation Behaviour</td>
<td>• Critical Reasoning Skills</td>
<td></td>
</tr>
<tr>
<td>• Our Nation Our World</td>
<td>• Quantitative Analysis</td>
<td></td>
</tr>
<tr>
<td>• General Elective Module</td>
<td>• Consumer Behaviour</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Global Business Environment</td>
<td></td>
</tr>
</tbody>
</table>

**Human Resource Management Option**
- Training and Development
- Performance Management
- Compensation & Benefits Management
- HR Planning, Recruitment & Selection

**International Business and Trade Option**
- Principles of Import-Export Trade
- Global Marketing
- International Business Strategy
- International Trade Finance and Documentation

**Logistics and Supply Chain Management Option**
- Global Supply Chain Management
- Business Transport and Distribution Services
- Enterprise Business Processes
- Operations Management

**Marketing Management Option**
- Selling & Sales Management
- Internet Marketing
- Marketing Communication
- Marketing Management and IT

**Public Relations and Advertising Option**
- Principles of Public Relations
- Principles of Advertising
- Public Relations and Advertising Campaign Planning
- Public Relations and Advertising Management Practices

**Retail Management Option**
- Retail Operations Management
- Visual Merchandising and Retail Communications
- Retail Marketing & International Retailing
- Merchandise Buying and Management

**Tourism Management Option**
- Introduction to Hotel & Resorts Operations
- Travel and Tourism Practices
- Meeting Incentives Conventions and Events
- Service Quality Management

**Entrepreneurship Option**
- New Venture Planning I
- New Venture Planning II
- Communication Skills for Business
- Entrepreneurship and Small Business
- Entrepreneurship Practicum

**Overseas Immersion Programme Option**
- New Venture Planning I

---

School of Business
“What we’ve studied in Singapore Polytechnic (SP), School of Business has prepared us well for further education. The sound academic foundation we acquired at SP has helped me to excel in my university studies. I was able to comprehend and apply many of the subject matters quickly since most of the business fundamentals had already been taught at SP. In addition, the polytechnic educational experience at the School of Business also developed me to become a resourceful and inquiring learner.”
Serene Koh Sze Chiah
Top DBA Graduate 2006
Honours Year Student,
NUS Business School

“It is clear that Singapore Polytechnic has a strong DBA course that comes from a talented, committed and motivated staff and from the quality of the students who make the choice to attend. It was clear to me that staff work hard and are committed to working with the students to ensure that they achieve their objectives and that Singapore Polytechnic provides graduates who are capable of adding value to their employing organisations”.
Prof Geoffrey Norman Soutar
Head of Discipline/Winthrop Professor
Marketing
University of Western Australia
Facebook, Twitter, Second Life, Paypal, eBay, Google, Blogshop, Flickr, Salesforce and more... With the growing popularity of these New Media channels and Internet services, a comprehensive understanding and creative use of them will help businesses achieve a competitive edge in the 21st century digital age.

Graduates with a sound knowledge in integrating New Media channels and IT solutions with business are highly sought after.

The Diploma in Business Information Technology (DBIT) is uniquely designed to cross-train you in three complementary disciplines: business, IT/New Media and general education, with emphasis on New Media Marketing and E-Business Services. The DBIT will definitely jumpstart your career advancement in the digital age.

For more information on this course, please call Tai Fatt Weng at 6870-4880.

After the common first year, you are offered two tracks of study:

- **The New Media Marketing option** (New!) teaches you to use a variety of New Media channels such as Twitter, Second Life, Blogshop, MySpace, Facebook, search engines and social networking sites to develop and create effective and engaging marketing campaigns. This is the future evolution of traditional marketing.

- **The E-Business Services option** (New!) teaches you to create and manage business solutions and websites using rapidly adopted technologies such as Web 2.0, wireless technology, enterprise software and business intelligence to help a business to meet its specific objectives and gain competitive advantage.

In the third year, you are given the choice and opportunity to learn how to integrate your business and IT knowledge to start and run your own business with the Entrepreneurship Concentration.

In addition, you have the opportunity to acquire industry recognised certification through the partnership with SAP University Alliance Programme (SAP UAP) and SUN Academic Initiative (SAI).

**First-class Training Opportunities**
The broad-based and multi-disciplinary curriculum primes you in three complementary disciplines: business, IT/New Media and general education.

The cross training will step up your effective skills in integrating IT/New Media and core business functions.

The local or overseas work experience and the applied company-sponsored e-business projects will groom you to be world-ready and greatly boost your market-value to future employers.
Rewarding Future
With the Diploma in Business Information Technology, you are versatile and competent to pursue progressive career advancement across all sectors of the economy.

Our DBIT graduates are highly sought after by the industry and are consistently amongst the top tier of salary earners for Business IT graduates at the diploma level. You will enjoy a headstart in the fields of business analytics, web application development, web design, New Media marketing, enterprise system development, and E-Business consultancy.

Moreover, our broad-based and multi-disciplinary DBIT curriculum gives students the flexibility to pursue either business or IT degrees in universities. Our DBIT diploma gains you immediate recognition for admissions to all local and renowned foreign universities. Many overseas universities grant generous advanced standing to our DBIT graduates and admit them directly into the second year or final year of a degree programme.

“I found the course to be comprehensive, relevant, very well delivered and managed, and well received by the students and employers.”
Dr. Paul O’Brien
MBA Director, Griffith University Business School
Board Member, Australian Computer Society (ACS), Queensland

“The rigorous education in the Diploma in Business Information Technology has well-equipped me with the essential business and IT skills and knowledge. These have been most useful in the pursuit of my preferred degree programme at NTU.”
Adeline Choy Wai Yu
2009 DBIT Graduate
First Year NTU Undergraduate

Our DBIT students, Siang Sheng, Royston and Suresh (from left to right), received $50,000 from the Young Entrepreneurs Scheme (YES!) for Startups granted by SPRING Singapore to start their New Media Marketing company, Creed Media.
Course Modules
The first-year curriculum provides a solid foundation in core business and IT knowledge and skills. Specialisation in either the New Media Marketing or E-Business Services options will begin in the second year of study.

<table>
<thead>
<tr>
<th>First Year (common for both options)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Database Management Systems</td>
<td>• Office Software for Business</td>
</tr>
<tr>
<td>• Fundamentals of Marketing</td>
<td>• Our Nation, Our World</td>
</tr>
<tr>
<td>• Innovation, Design &amp; Enterprise in Action</td>
<td>• Principles of Accounting</td>
</tr>
<tr>
<td>• Introduction to Electronic Business</td>
<td>• Report Writing and Presentation Skills</td>
</tr>
<tr>
<td>• Java Programming</td>
<td>• Web Client Development</td>
</tr>
<tr>
<td>• Mathematics</td>
<td>• General Elective Module</td>
</tr>
<tr>
<td>• Office Software for Business</td>
<td></td>
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<tr>
<td>• Our Nation, Our World</td>
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<td>• Principles of Accounting</td>
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<td>• Report Writing and Presentation Skills</td>
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<td></td>
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<tr>
<td>• General Elective Module</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Media Marketing Option</strong></td>
<td><strong>E-Business Services Option</strong></td>
</tr>
<tr>
<td>• Critical Reasoning Skills</td>
<td>• Business Data Management</td>
</tr>
<tr>
<td>• Economics</td>
<td>• Critical Reasoning Skills</td>
</tr>
<tr>
<td>• Essentials of Financial Management</td>
<td>• Enterprise Business Processes</td>
</tr>
<tr>
<td>• Management and Organisational Behaviour</td>
<td>• Ethics &amp; Law of IT</td>
</tr>
<tr>
<td>• Marketing Research</td>
<td>• Infocomm Security</td>
</tr>
<tr>
<td>• New Media Applications I</td>
<td>• Interactive Media Development</td>
</tr>
<tr>
<td>• New Media Applications II</td>
<td>• Essentials of Financial Management</td>
</tr>
<tr>
<td>• Principles of New Media Marketing</td>
<td>• Project Management</td>
</tr>
<tr>
<td>• Statistics for Business</td>
<td>• Systems Development Techniques</td>
</tr>
<tr>
<td>• Web Applications Development I</td>
<td>• Web Applications Development</td>
</tr>
<tr>
<td>• General Elective Module</td>
<td>• Web Server &amp; Network Administration</td>
</tr>
<tr>
<td>• Industry Training</td>
<td>• General Elective Module</td>
</tr>
<tr>
<td>• General Elective Module</td>
<td>• Industrial Training</td>
</tr>
<tr>
<td>• Industrial Training</td>
<td></td>
</tr>
</tbody>
</table>
### Third Year

#### New Media Marketing Option

- Electronic Business Project
- Communication Skills for Business
- Electronic Business Project
- Law relating to Business and E-commerce
- Mobile Marketing
- Project Management
- Web Applications Development II
- Web Server and Network Administration
- Web Trends and Marketing
- General Elective Module

Two Electives from each of the following clusters:

#### Business Mathematics Cluster
- Mathematics for Business
- Quantitative Analysis

#### Business Process Cluster
- Business Intelligence
- Enterprise Business Processes

#### Business Psychology Cluster
- Leadership and Emotional Intelligence
- Introduction to Psychology

#### Consumer Marketing Cluster
- Consumer Behaviour
- Selling & Sales Management

---

#### Entrepreneurship Concentration

Students who choose the Entrepreneurship Concentration will take the following modules in the third year instead of the modules on the left.

- Communication Skills for Business
- Entrepreneurship and Small Business
- Entrepreneurship Practicum
- Law relating to Business and E-commerce
- New Venture Planning I
- New Venture Planning II
- Web Application Development II
- Web Trends and Marketing
- General Elective Module
# Third Year

## E-Business Services Option

- Business Intelligence
- Communications Skills for Business
- E-Services Planning
- Electronic Business Project
- Mobile Services
- Organisational Management
- Principles of New Media Marketing
- General Elective Module

Two Electives from the following clusters:

### Advanced Technology Cluster
- Advanced Database Management Systems
- Advanced Java Programming
- Business Management Solutions
- Open Source Technology

### Security Cluster
- Computer Forensics
- Ethical Hacking

### Special Interest Cluster
- Independent Study
- Mathematics for Business

## Entrepreneurship Concentration

*Students who choose the Entrepreneurship Concentration will take the following modules in the third year instead of the modules on the left.*

- Communication Skills for Business
- Entrepreneurship & Small Business
- Mobile Services
- New Venture Planning I
- New Venture Planning II
- Organisational Management
- General Elective Module
- Entrepreneurship Practicum
Diploma in Engineering with Business
(Jointly offered by School of Business, School of Electrical and Electronic Engineering, School of Mechanical and Manufacturing Engineering.)

A Clear Advantage
We offer:
- A multi-disciplinary course to equip you with the knowledge and skills in engineering principles, technologies, and business fundamentals supported by a strong grounding in mathematics and communication skills.
- The ideal course if you have an interest in science, mathematics and technology but may not necessarily wish to pursue a pure engineering curriculum.
- Combining business and technology, the DEB gives you the best of both worlds and a variety of learning opportunities to broaden your exposure to engineering and business practices. This includes internships or overseas immersion programmes with industrial partners or tertiary institutions.
- A choice of any three elective modules in electrical and electronics engineering as well as mechanical engineering in your third year of study.

A Head Start
Rapid changes in the business environment and technological fields pose new challenges in the engineering related industries for continuous growth. There is an increasing need for a new breed of graduates who are cross-trained, technically competent and equipped with business knowledge in marketing, sales, project management and business development, to help businesses in the engineering-related industries to succeed.

Many Training Opportunities
- In your third year, you get to complete the course by spending one semester on either an internship or an overseas immersion programme. For the internship, you will be attached to companies or to one of SP’s Technology & Innovation Centres (TICs). For the overseas immersion programme, you may be placed in a foreign educational institution of higher learning.

For more information on this course, please call Bernard Boey at 6870-4850.
**Rewarding Future**

- Graduates are versatile and will be able to pursue rewarding careers in the engineering and business sectors and progressively assume managerial functions.
- You will be able to pursue further studies at local or overseas universities in business or engineering, or engineering with business degree programmes.

**Course Modules**

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Critical Reasoning Skills</td>
<td>• Communication Skills for Business</td>
<td>• Business Planning for New Ventures</td>
</tr>
<tr>
<td>• IDEA / Discovery of Engineering</td>
<td>• Digital Systems and Applications</td>
<td>• Business-to-Business Marketing</td>
</tr>
<tr>
<td>• Electrical Engineering Principles</td>
<td>• Energy Systems</td>
<td>• Clean Room Technology *</td>
</tr>
<tr>
<td>• Electronic Engineering Principles</td>
<td>• Essentials of Financial Management</td>
<td>• Control Systems*</td>
</tr>
<tr>
<td>• Engineering Design and Drafting</td>
<td>• Fundamentals of Computer and Information Systems</td>
<td>• Ethics and Professional Preparation</td>
</tr>
<tr>
<td>• Engineering Mathematics A</td>
<td>• Industrial Engineering</td>
<td>• Fundamentals of Precision Engineering *</td>
</tr>
<tr>
<td>• Engineering Mathematics B</td>
<td>• Marketing Intelligence</td>
<td>• Product Design and Realization</td>
</tr>
<tr>
<td>• Fundamentals of Economics</td>
<td>• Mechanical Engineering Systems</td>
<td>• Robotics Technology *</td>
</tr>
<tr>
<td>• Fundamentals of Mechanical Engineering</td>
<td>• Organizational Management</td>
<td>• Sensor Technology and Applications *</td>
</tr>
<tr>
<td>• Human Factors</td>
<td>• Project Management</td>
<td>• Wireless Technology Applications *</td>
</tr>
<tr>
<td>• IT for Business</td>
<td>• Quality for Product Realization</td>
<td>• Internship/Immersion Programme</td>
</tr>
<tr>
<td>• Our Nation, Our World</td>
<td>• Report Writing and Presentation Skills</td>
<td>* Choose any three out of the six electives</td>
</tr>
<tr>
<td>• Physics for Engineers</td>
<td>• Selling and Sales Management</td>
<td></td>
</tr>
<tr>
<td>• Principles of Marketing</td>
<td>• Statistics for Engineering and Business</td>
<td></td>
</tr>
</tbody>
</table>

*The graduates’ abilities to augment their technical training with business knowledge will be well-valued by SMEs.*

Lawrence Leow, President, Association of Small and Medium Enterprises (ASME), Singapore
A Head Start
Singapore is well recognised and established as an international financial centre of excellence.

Modern financial services are powered by cutting-edge infocomm systems. Both banks and financial institutions recognise the importance of leveraging on infocomm technology. Hence the demand for graduates with cross-disciplinary skills in infocomm and finance will continue to increase.

This course is specially designed to cross train you in three complementary disciplines, namely business, specialised accounting / finance and IT.

For more information on this course, please call Benedict Cho at 6870-7807.

It is the only Financial Informatics course in Singapore that leverages on the expertise and resources of two schools, namely the School of Business (SB) and School of Digital Media and Infocomm Technology (DMIT) to provide you with relevant training and learning opportunities.

Based on your interests, inclinations and career aspirations, you have the flexibility to choose between Accounting and Finance concentration in your third year of study.

This course offers you an excellent opportunity to take advantage of Singapore’s continued growth as an international financial centre.

First-class Training Opportunities
The curriculum in DFI is broad-based and multi-disciplinary. It will equip you with relevant skills in three complementary disciplines namely business, specialised accounting / finance and IT.

Equipped with cross-disciplinary skills, you will be able to help financial institutions translate complex business processes in financial services into implementable IT solutions.

Throughout the course, you will be given many opportunities to sharpen your technical and people skills. The projects in various modules, overseas study tours and an internship with a financial /IT company will amply prepare you for employment.

Rewarding Future
Equipped with the Diploma in Financial Informatics, you are ready to capitalise on Singapore’s continued growth as an international financial centre.

You can expect to begin your exciting career as banking system analyst, financial technical consultant, system process executive, accounting system analyst, accounting technical consultant, etc.

Graduation from this course gives you immediate recognition and acceptance by local and overseas universities. Moreover, our broad-based and multi-disciplinary curriculum allows you to pursue either a finance or an IT degree in universities.
### Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Introduction to Financial Markets</td>
<td>• Statistics for Business</td>
<td>• Project Management</td>
</tr>
<tr>
<td>• Principles of Accounting</td>
<td>• Financial &amp; Management Accounting</td>
<td>• IT Security Policies and Auditing</td>
</tr>
<tr>
<td>• Fundamentals of Marketing</td>
<td>• Financial Management</td>
<td>• Operation Security and Contingency Management</td>
</tr>
<tr>
<td>• Fundamentals of Economics</td>
<td>• Java Programming</td>
<td>• Ethics and Law of IT</td>
</tr>
<tr>
<td>• Database Management Systems</td>
<td>• Infocomm Security</td>
<td>• Professional Preparation</td>
</tr>
<tr>
<td>• Web Client Development</td>
<td>• Systems Development Techniques</td>
<td>• Internship</td>
</tr>
<tr>
<td>• Business Analysis using Excel</td>
<td>• Web Application Development</td>
<td>• Final Year Project</td>
</tr>
<tr>
<td>• Mathematics</td>
<td>• Business Process Management</td>
<td>• Option**</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• Critical Reasoning Skills</td>
<td></td>
</tr>
<tr>
<td>• Our Nation Our World</td>
<td>• General Elective Modules</td>
<td></td>
</tr>
<tr>
<td>• Innovation, Design and Enterprise in Action</td>
<td>• Free elective*</td>
<td></td>
</tr>
<tr>
<td>• General Elective Module</td>
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</tr>
</tbody>
</table>

*One free elective from the following:

- Marketing Research
- Quantitative Analysis
- Mobile Marketing
- Mobile Commerce
- Principles of New Media Marketing
- Data Mining and Data Warehousing
- Mathematics for Business

<table>
<thead>
<tr>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Statistics for Business</td>
<td>• Project Management</td>
</tr>
<tr>
<td>• Financial &amp; Management Accounting</td>
<td>• IT Security Policies and Auditing</td>
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<td>• Final Year Project</td>
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<tr>
<td>• Business Process Management</td>
<td>• Option**</td>
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<tr>
<td>• General Elective Modules</td>
<td></td>
</tr>
<tr>
<td>• Free elective*</td>
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</tbody>
</table>

**To pick one Option from:**

Option I: Accounting
- Financial Auditing
- Accounting Information Systems
- Computer Forensic for Accounting

Option II: Finance
- Deal Processing and Settlement Flow
- Financial Markets Products
- Customer Relationship Management

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**NEED FOR CROSS-DISCIPLINARY SKILLS IN INFOCOMM AND FINANCE**

“In 2015, Singapore will be a thought leader in the use of infocomm for financial services. Financial services institutions will turn to Singapore to leverage on infocomm to develop new capabilities to better serve their customers. They will need a much sought-after group techno-strategists with cross-disciplinary skills in infocomm and finance, to help them define complex problems in financial services and translate them into implementable IT solutions.”

You will acquire a good grounding in human resource management knowledge, concepts, perspectives and IT skills to become successful human resource practitioners. You will also be trained to understand the relevant inputs of psychology to deal effectively with human-related issues in a business environment.

The new knowledge-based economy needs a pool of HR professionals who are competent in integrating human resource (HR) services in business to achieve success. The course is designed to provide a broad-based business education in addition to specialisation in Human Resource Management.

We offer practical training, modern facilities and an excellent curriculum to give you a head-start in your career.

**First-class Training Opportunities**

You will be attached to companies in our Internship Programme for practical training and industry exposure.

There will be opportunities to organise HR related events and / or seminars.

You will have the chance to research on local and / or regional issues such as work life balances, workforce retraining, ratios of gender at work, ageing workforce, retrenchment and retirement issues.

You will learn a HR information system used by leading companies in the industry.

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For more information on this course, please call Juliana Ong at 6870-4850.
**Rewarding Future**

Your future is bright. You will have the requisite fundamental business, HR and psychology-related knowledge to find exciting and rewarding careers in the HR field.

Graduates will find career opportunities at entry and executive levels in a wide spectrum of industries in the following fields:
- HR recruitment and selection
- Performance management

You can choose to further your studies at reputable universities which grant generous advanced standing to our graduates.

---

**BOLSTERING OUR ECONOMY**

“Human Resource has played a vital part in the success of Singapore and will play an even more significant role in the future. If we run companies well and distinctively, with market-leading practices, we will attract quality people and quality companies, and that will certainly bolster our economy.”

Madam Ho Geok Choo, President of Singapore Human Resources Institute.

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**Course Modules**

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
</table>
| • Principles of Accounting  
• Economics  
• Information Technology for Business  
• Business Communication  
• Fundamentals of Marketing  
• Discovering Business & Enterprise  
• Our Nation, Our World  
• Statistics for Business  
• Management & Organisational Behaviour  
• General Elective Module | • Business Law  
• Psychology in Counselling  
• Recruitment and Selection  
• Performance Management  
• Compensation & Benefits Management  
• Critical Reasoning Skills  
• Financial Management  
• Understanding Cross Cultural Diversity  
• Negotiation & Conflict Management  
• Training & Development  
• HR Information System  
• Research Methods  
• General Elective Modules | • Employee & Industrial Relations  
• Employment Law  
• Global HRM  
• Integrated HR Project  
• Professional Preparation  
• Psychology in Work Behaviour  
• Internship Programme  
• Free Elective*  
* One Free Elective from:  
• Fundamentals of Electronic Business  
• Web Publishing  
• Mathematics for Business  
• Business Planning for New Ventures |
Diploma in International Business

A Head Start
To succeed as a business executive in today’s global economy, you need sound international business knowledge and positive cross-cultural emotional intelligence.

As a Diploma in International Business (DIB) graduate, you will have the qualities and aptitude that both local and multinational corporations desire. As a global executive, you will be an inspiring leader with the right emotional qualities; you will be able to communicate in several languages, and have travelled, both on business and for pleasure. You would have worked in a relevant business position as an intern and will find a fulfilling career awaiting you upon graduation.

Are you ready to embrace a global vision and live a cosmopolitan lifestyle?

First Class Training Opportunities
The course will equip you with core competencies in international business, develop and sharpen your business acumen. You will benefit from the only Polytechnic course that emphasises emotional intelligence and leadership, and cross cultural management to succeed in today’s global business environment.

The course gives you the opportunities to immerse in foreign cultures, travel to distant lands, learn foreign languages, discover new market opportunities and network with partners overseas as you explore the business world.

Rewarding Future
The world awaits you. Armed with the Diploma in International Business, fully endorsed by International Enterprise Singapore and the Singapore Indian Chamber of Commerce, you will be highly sought after. Whether you would like to chart your own journey as an entrepreneur or pursue a fulfilling career in a multinational corporation, you can choose from a number of meaningful career positions as executives in the following areas:

- International marketing and sales
- Business planning and development
- International market research and development
- Overseas business operations
- International trade development and operations

The DIB is widely recognised and accepted by local and renowned foreign universities. You will receive generous advanced standing offered by many reputable overseas universities for direct admission into the second year or final year of a degree programme.

For more information on this course, please call Victor Joe at 6772-1861.
### Course Modules

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
</table>
| - Principles of Accounting  
- Economics  
- Discovering Business and Enterprise  
- Statistics for Business  
- Management & Organisation Behaviour  
- Our Nation, Our World  
- Innovation, Design and Enterprise in Action  
- IT for Business  
- Fundamentals of Marketing  
- Business Communication  
- General Elective Module | - Global Business Environment  
- Law Relating to International Business  
- Financial Management  
- International Relations  
- Leadership and Emotional Intelligence  
- Critical Reasoning Skills  
- Global Supply Chain Management  
- International Finance  
- Cross-Cultural Sensitivity and Ethics  
- Doing Business Overseas  
- International Marketing and Research  
- General Elective Module | - New Venture Planning  
- Foreign Language and Culture  
- International Economics  
- International Business Strategy  
- Professional Preparation  
- Overseas Market Feasibility Research Project  
- Internship  
- General Elective Module  
- Free Electives*  
* Two electives from:  
- International Trade Finance & Documentation  
- Global HRM  
- Business to Business Marketing  
- Principles of Import-Export Trade  
- Fundamentals of Electronic Business |

**GLOBAL EMPLOYABILITY**

“This new course was tailored to groom a pool of globally-aware and trade-savvy talent in the Singapore workforce in the near future. As a majority of SME's are already doing business overseas, there would be high demand for such talent in the workforce.”

Chong Lit Cheong, CEO  
International Enterprise (IE) Singapore.
Diploma in Tourism and Resort Management

A Head Start
If you wish to play an exciting role in Singapore’s upcoming integrated resorts (IRs) and the dynamic tourism and hospitality industries, then, this is the course for you.

By 2010, Singapore will have two integrated resorts and this would enhance tourism as an important pillar of Singapore’s economy.

You will be given a sound foundation in tourism skills that will enable you to contribute to the tourism economy of Singapore. You will obtain hands-on training in sophisticated computer reservations software, events organisation, customer service, tour leading and food & beverage.

An important feature of the course is the 24-week internship programme in various tourism and hospitality related companies. Although you specialise in Tourism & Resort Management, you will also receive a broad-based business education.

First-class Training Opportunities
You will have opportunities to undergo internships, as well as overseas trips or student exchange programmes that are organised annually. You will also work on interesting group projects and participate in tourism/travel competitions and fairs.

Rewarding Future
Graduates can find work at executive levels in resorts, national tourism organisations, travel agencies, hotels, airlines, tourist attractions, spas, theme parks, meetings, incentives, conventions & exhibitions (MICE) companies and cruise lines.

Graduates will also obtain generous advanced standing from reputable foreign universities.

For more information on this course, please call Conrad de Souza at 6772-1878.
**Course Modules**

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Principles of Accounting</td>
<td>• Business Law</td>
<td>• Resort Management</td>
</tr>
<tr>
<td>• Economics</td>
<td>• Meetings, Incentives, Conventions &amp; Events</td>
<td>• Sponsorship Marketing in Tourism</td>
</tr>
<tr>
<td>• Business Communication</td>
<td>• Introduction to Hotel &amp; Resort Operations</td>
<td>• Gaming Operations &amp; Management</td>
</tr>
<tr>
<td>• IT for Business</td>
<td>• Financial &amp; Management Accounting for Hospitality</td>
<td>• Global Business Environment</td>
</tr>
<tr>
<td>• Statistics for Business</td>
<td>• Understanding Cross Cultural Diversity</td>
<td>• Service Quality Management</td>
</tr>
<tr>
<td>• Fundamentals of Marketing</td>
<td>• Travel &amp; Tourism Practices</td>
<td>• Free Elective*</td>
</tr>
<tr>
<td>• One Nation, One World</td>
<td>• Human Resource Management</td>
<td>* One Elective from:</td>
</tr>
<tr>
<td>• Management &amp; Organisational Behaviour</td>
<td>• Food &amp; Beverage Management</td>
<td>• Independent Study Project</td>
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<tr>
<td>• Discovering Business &amp; Enterprise</td>
<td>• Marketing Research</td>
<td>• Web Publishing</td>
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<tr>
<td>• General Elective Module</td>
<td>• Professional Preparation</td>
<td>• Mathematics for Business</td>
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<td></td>
<td>• Critical Reasoning Skills</td>
<td>• Shopping Mall Management</td>
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<td></td>
<td>• General Elective Modules</td>
<td>• Introduction to Psychology</td>
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<td>• Airline Services Management</td>
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</tbody>
</table>

**THE BEST CHOICE**

*“With a wide range of tourism modules covered by our very experienced and entertaining lecturers from the industry to equip us with multiple skills, exciting and happening study trips, internships at various distinguished organisations, advanced standing from reputable universities and, of course, a great bunch of friends, choosing DTRM has been the best choice!“*

Zhuan Kai Wee, DTRM graduate, 2009.
For more information regarding entry requirements and course information, please contact:

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