SP BUSINESS SCHOOL

2011-12

- Accountancy
- Banking & Financial Services
- Business Administration
- Financial Informatics
- Human Resource Management with Psychology
- International Business
- Tourism & Resort Management
Returns Guaranteed

Training You for the Corporate Jungle

What the business world needs is a “reboot”. Possibilities are now wide open for trailblazers with fresh ideas to turn the world right side up.

At SP Business School (SB), we kick-start your mind, body and soul so that you will think well, lead well and, yes, play well. It’s a corporate jungle out there – some people say. We prepare you for continuing challenges that come your way and you will graduate with the confidence to keep up with the trends and demands of the modern economy.
Why SB?

At SB, we believe in providing you with an extensive business education complemented with specialised training. Our programme which emphasises on the development of core business and life skills also inculcates an enterprising spirit in you, equipping you to meet the demands of an ever-expanding global economy.

We offer a range of seven full-time diploma programmes:
- Accountancy (DAC)
- Banking & Financial Services (DBF)
- Business Administration (DBA)
- Financial Informatics (DFI)
- Human Resource Management with Psychology (DHRMP)
- International Business (DIB)
- Tourism & Resort Management (DTRM)

With a rich portfolio of 7 diploma courses and a choice of 17 specialised options, 2 diploma-plus programmes and an interesting range of elective modules, you enjoy a diverse but yet focussed enriching education.

Our Oomph Factor

We are...

Specialists
- We are the only polytechnic to provide courses such as DHRMP and DBF – Financial Trading Option.
- We have state-of-the-art and specialised Training Facilities such as Entrepreneurship Resource and Ideas Centre (ERIC), Business Design Centre (DesignWorks Singapore), Dealing Room, SPICE Travel (A travel agency for training students), Retail Studio, Centre for Electronic Commerce, Hospitality Learning Hub and Human Resource Learning Studio.

Best
- We take pride in our reputation as an established school, having groomed movers and shakers in the business world. Our diplomas are highly valued by employers and widely accredited by reputable universities globally for admission to accelerated degree programmes.
- We offer the best teaching programmes that build on business competencies, life-long learning skills; encouraging a spirit of innovation and a global mindset; providing realistic and practical training.
- We’ve introduced Business Design, a cutting-edge new way of thinking into our programme, partnering with a leading global authority on Business Design, The Rotman School of Management (University of Toronto) to accelerate your learning of innovation and entrepreneurship.
- Our dynamic school consists of experienced individuals from industry such as accountants, bankers, marketing specialists, travel and tourism experts and entrepreneurs.
- Our courses give you high exemptions in professional courses – highest number of exemptions for Institute of Chartered Accountants in England and Wales (ICAEW).
Diploma in Accountancy (DAC)

If there’s one job that remains to be in demand regardless of the economic situation, it has to be accounting.

It’s not just about number crunching. The greater value of being in accounting is that you are able to provide crucial information to determine the present and future economic stability of an organisation.

The Diploma in Accountancy (DAC) course can be counted on to help you acquire strong technical and creative thinking skills; develop global business perspectives; social responsibility and leadership skills. Take the opportunity to invest and build your own future in accountancy.

**Unique Stamp**

- We receive the most credit exemptions from professional accounting bodies like the Chartered Institute of Management Accountants (CIMA) and Institute of Chartered Accountants in England and Wales (ICAEW) due to our excellent academic programme.
- Our course combines technical skills, computer applications in accounting and practical training.
- The infusion of Business Design into our programme will see you learning tools that will unleash your creativity in solving complex business problems.
- The opportunity to broaden your frontiers and build business and personal networks beyond Singapore, through credit transfer programmes to Japan.
- **Beyond the classroom** activities and local and overseas community service projects to develop a mindset of social responsibility.
- **Get real** - you will be attached to companies for exposure to various aspects of accounting work through our local and overseas Industrial Training Programme.
Diploma in Accountancy (DAC)

Course Modules

DAC is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

First Year
- Principles of Accounting
- Economics
- Statistics for Business
- Business Communication
- Management & Organisational Behaviour
- Fundamentals of Marketing
- IT for Business
- Discovering Business & Enterprise
- General Education I

Second Year
- Financial Accounting
- Cost Accounting
- Taxation
- Fundamentals of Finance
- Corporate Finance
- Business Law
- Auditing I
- Critical Reasoning Skills
- General Education II

Third Year
- Management Accounting
- Advanced Financial Accounting
- Company Law
- Auditing II
- Information Systems
- Communication Skills for Business
- Independent Study Project & Presentation
- International Trade Finance & Documentation

New Venture Planning Option
- New Venture Planning
- Corporate Secretarial Practice

International Business Option
- Global Business Environments
- Principles of Import-Export Trade
- Cultural Intelligence

Information Technology Option
- Web Publishing
- Fundamentals of Electronic Business
- Fundamentals of Spreadsheet Programming

Free Electives (choose one)
Integrated Accounting Practice Option
- Integrated Accounting Practice
- Corporate Secretarial Practice

Finance Option
- Financial Markets
- Fundamentals of Investment
A Bright Future Awaits

It’s a new chapter of life after DAC. What will it be like? We open the door to a variety of career options and opportunities.

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

Further Studies

- Advanced standing in foreign universities.
- Exemptions from the examinations of professional bodies, such as The Institute of Chartered Accountants in England and Wales (ICAEW), The Association of Chartered Certified Accountants (ACCA) and The Chartered Institute of Management Accountants (CIMA).

Say What?

DAC’s stellar and rigorous programme offers many exciting and valuable opportunities where you will become well-rounded and versatile. Not only was I equipped with technical and practical skills, but I also have gained international exposure to cultural diversity. The lecturers who are knowledgeable and engaging, bring real world perspectives into the classroom and enhanced the learning process! All in all, I have gained valuable skills which have aided my degree pursuit.

Chua Xiu Mei, Bachelor of Accountancy 2009, Summa cum Laude, SMU

Diploma in Accountancy isn't all about accounting. I get to learn many other useful things like being IT-savvy, to be a confident presenter, and to adapt to people of different characters. It basically feels like an all-in-one course, where I'm being trained to be an all-rounded accountant/auditor in future.

Kaijun, DAC Year 2 Student
Diploma in
Banking and
Financial Services (DBF)
(Banking Option)

The Diploma in Banking and Financial Services (DBF) course provides a choice of two options - Banking and Financial Trading.

The DBF Banking Option offers knowledge and skills to launch you into the dynamic and challenging world of banking and financial services, contributing to the Government’s drive to maintain Singapore’s status as an international financial centre.

Unique Stamp

- We are the **premier Banking & Finance course** with the largest intake and with the most number of graduates out in the industry.
- We are the **only Banking & Finance course offering two options** ie banking and financial trading.
- In collaboration with a Financial Planning education provider, you have the unique opportunity of graduating with a **diploma + certificate** in the area of financial planning.
- You will receive a quality educational programme that is **specialised, yet extensive**.
- **Comprehensive learning experience** through practical training, local and overseas field trips.
- **Beyond the classroom activities**, tertiary and national financial competitions as well as business strategy competitions.
- **Get real** - you will be attached to international banks, financial institutions and relevant companies for internship. Students also have the opportunity of going overseas for industrial training.
- The opportunity to broaden your frontiers and build business and personal networks beyond Singapore, through **credit transfer programmes** to Japan.
Diploma in Banking and Financial Services (DBF) (Banking Option)

Course Modules

DBF is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

First Year
- Principles of Accounting
- Economics
- Statistics for Business
- Business Communication
- Management & Organisational Behaviour
- Fundamentals of Marketing
- IT for Business
- Discovering Business & Enterprise
- General Education I

Second Year
- Financial Markets & Institutions
- Macroeconomic Analysis I
- Macroeconomic Analysis II
- Financial Accounting
- Customer Relationship Management
- Business Law
- Fundamentals of Finance
- Corporate Finance
- International Trade Finance & Documentation
- Investment
- Treasury
- General Education II

Third Year
- Credit Risk Analysis & Management
- Banking Law
- Financial Planning
- Wealth Advisory Process & Relationship Skills
- New Venture Planning
- Professional Preparation
- Independent Study Project and Presentation

Free Electives (choose one)
- Introduction to Psychology
- Mathematics for Business
- Fundamentals of Financial Modelling
- Fundamentals of Electronic Business
- Fixed Income Analysis
A Bright Future Awaits

It's a new chapter of life after DBF. What will it be like?
We open the door to a variety of career options and opportunities.
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 banks, financial institutions such as finance companies & insurance companies, finance department of any company.

Further Studies

- You receive generous advanced standing in reputable foreign universities.

Say What?

"DBF gave me an all-rounded business education that focused on specific finance skills. Also, its flexibility and practicality gave me an excellent head start for my university education. With so many passionate lecturers and friendly schoolmates, my journey in SP was never a lonely one!"

Ms Peh Xue Yun, DBF graduate 2006, Low Guan Onn Gold Medal & Singapore Exchange Gold Medal, First Class Honours, NTU Bachelor of Business Degree 2009

"The lecturers that have taught me have really helped me grow to be a better man. They inspired me to never stop pursuing my dreams and nothing is impossible as long as I put in the effort. The sky is the limit. I would like to thank all my lecturers who have made my time at SP an enjoyable one. I will never trade my experience in SP for anything else in the world."

Mr Mohammad Rusydi Husain, Singapore Management University Undergraduate.
Diploma in
Banking and
Financial Services (DBF)
(Financial Trading Option)

The Diploma in Banking and Financial Services (DBF) course provides a choice of two options - Banking and Financial Trading.

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.

**Unique Stamp**

- We are the **premier Banking & Finance course** with the largest intake and with the most number of graduates out in the industry.
- We are the **only Banking & Finance course offering two options** ie banking and financial trading.
- You will receive an **extensive business education** in addition to specialisation in Financial Trading.
- **Comprehensive learning experience** through hands-on exposure in a Dealing Room complete with real-time information system and communications network; local and overseas field trips.
- **Beyond the classroom** activities and financial competitions as well as business strategy competitions. Thus far, we have won eleven tertiary financial competitions, four national financial competitions and eight national business strategy competitions, including the National Management Competition for six consecutive years from 2004 to 2009.
- **Get real** - you will be attached to international banks, financial institutions and relevant companies for internship. Students also have the opportunity of going overseas for industrial training.
- The opportunity to broaden your frontiers and build business and personal networks beyond Singapore, through **credit transfer programmes** to Japan.
Diploma in Banking and Financial Services (DBF)  
(Financial Trading Option)

Course Modules

DBF is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

<table>
<thead>
<tr>
<th>First Year</th>
<th>Second Year</th>
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</thead>
<tbody>
<tr>
<td>- Principles of Accounting</td>
<td>- Fundamentals of Marketing</td>
</tr>
<tr>
<td>- Economics</td>
<td>- IT for Business</td>
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<tr>
<td>- Statistics for Business</td>
<td>- Discovering Business &amp; Enterprise</td>
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<tr>
<td>- Business Communication</td>
<td>- General Education I</td>
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<tr>
<td>- Management &amp; Organisational Behaviour</td>
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<td></td>
<td>- Corporate Finance</td>
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<td>- Equity Analysis</td>
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<td>- Securities Regulations</td>
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<td>- Customer Relationship Management</td>
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<td>- General Education II</td>
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<table>
<thead>
<tr>
<th>Third Year</th>
<th>Free Electives (choose one)</th>
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<tbody>
<tr>
<td>- Futures &amp; Options</td>
<td>- Financial Planning</td>
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<tr>
<td>- Technical Analysis</td>
<td>- Introduction to Psychology</td>
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<tr>
<td>- Fixed Income Analysis</td>
<td>- Mathematics for Business</td>
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<tr>
<td>- Portfolio Management</td>
<td>- Fundamentals of Financial Modelling</td>
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<tr>
<td>- Forex Trading</td>
<td>- Fundamentals of Electronic Business</td>
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<td>- Technical Trading</td>
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<td>- New Venture Planning</td>
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<td>- Independent Study Project &amp; Presentation</td>
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Diploma in Banking and Financial Services (DBF) (Financial Trading Option)

A Bright Future Awaits

It’s a new chapter of life after DBF. What will it be like?
We open the door to a variety of career options and opportunities.

- 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.

Further Studies

- You receive generous advanced standing in reputable overseas universities

Say What?

I like SP’s DBF course because the modules are highly industry-relevant. There are also experienced lecturers and interesting learning experiences such as the simulation trading in the Dealing Room. In addition, there are many opportunities for overseas community service projects and study trips.

Pauline, final-year student

The curriculum has prepared me well for the challenges in the fast-paced financial industry. It has provided me with the opportunities to forge life-long friendships with my peers.

Mr Stanley Neo, Trading Manager, Asia Genesis Asset Management Pte Ltd
Diploma in Business Administration (DBA)

You find fulfilment in managing, growing and bringing business to another level.

To understand how the business world operates, you need to first invest your life in the Diploma in Business Administration (DBA). This course equips and gives you a taste of the real world. Having acquired the technical knowledge and skills, you have the opportunity to specialise via a portfolio of options. DBA graduates with such attributes are much sought after by employers as they are primed to start contributing to the organisation quickly.

Unique Stamp

- **You get to enjoy flexibility, diversity and an enriching education** with a sufficient degree of specialisation in selected key growth sectors of Singapore’s economy. You will study options under the Business Function, Industry Sector and Student Directed Programme groups in your third year.
- **Comprehensive learning experience** through hands-on experience, local and overseas field trips and overseas immersion programme.
- **Beyond the classroom** – you will be given many opportunities to sharpen your skills through projects with industry partners.
Diploma in Business Administration (DBA)

Course Modules

DBA is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

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

First Year
- Principles of Accounting
- Economics
- IT for Business
- Fundamentals of Marketing
- Business Communication
- Discovering Business and Enterprise
- Statistics for Business
- Management & Organisation Behaviour
- General Education I

Second Year
- Human Resource Management
- Financial and Management Accounting
- Fundamentals of Electronic Business
- Marketing Intelligence & Research
- Cultural Intelligence
- General Education II
- Business Law
- Financial Analysis and Management
- Quantitative Analysis
- Consumer Psychology
- Global Business Environment

Third Year
- New Venture Planning
- Communication Skills for Business
- Independent Study Project & Presentation
- Option Modules (choose two options over two semesters or study one option in Semester 1 and opt for the Overseas Immersion Programme or Entrepreneurship in Semester 2.)
- Business Function
- Finance and Accounting Option
- Marketing Management Option
- Public Relations and Advertising Option
- International Business and Trade Option
- Industry Sector
- Retail Management Option
- Logistics & Supply Chain Management Option
- Student-Directed Programmes
  - Entrepreneurship Option
  - Overseas Immersion Programme Option
A Bright Future Awaits

It's a new chapter of life after DBA. What will it be like?

We open the door to a variety of career options and opportunities.

The globalised business environment opens new opportunities to the field of business. Our graduates have an excellent record of finding employment covering a wide range of appointments both in the private and public sectors.

- **Finance and Accounting Option**
  - executive in financial & accounting related positions
- **International Business and Trade Option**
  - executive involved in international marketing, international sales and business development.

- **Logistics & Supply Chain Management Option**
  - executive in 3rd party and 4th party logistics providers, shipping companies, airfreight companies, cargo agents and manufacturing establishments.
- **Marketing Management Option**
  - executive and manager in sales and marketing, customer service, advertising and marketing research.
- **Public Relations & Advertising Option**
  - executive involved in Account management, Account planning, Copywriting, Media planning, Publicity coordination and Event coordination.
- **Retail Management Option**
  - Retail executive for retail organisations (department stores and supermarkets), buying houses, advertising agencies and wholesale organisations.

**Further Studies**

- You enjoy generous advanced standing that allows you to enrol in the second year of many foreign degree programmes.

Say What?

What we’ve studied in SP Business School 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, poly education has also developed me to become a resourceful and inquiring learner.

Ms Serene Koh Sze Chiah, Top DBA Graduate 2006, Honours Year Student, NUS Business School
Diploma in
Financial Informatics (DFI)

In banking and finance, a job in financial informatics is where the action is.

Over 600 local and international financial institutions have set up operations in Singapore, making it a bustling hotspot for financial activities.

With a Diploma in Financial Informatics, you will be cross-trained in three complementary fields, namely business, specialised accounting / finance and information technology.

Both banks and financial institutions recognise the strategic importance of leveraging on infocomm technology to gain the competitive edge. The quickening pace of innovation in financial products and services will continue to drive up the demand for infocomm-savvy banking executives. Graduates with skills covering fields in infocomm and finance will be highly sought after.

- This **extensive programme** that covers a wide field is specially designed to train you in three complementary fields, namely business, specialised accounting / finance and IT.
- You have the **flexibility**, depending on your interests, inclinations and career aspirations, to choose between Accounting and Finance concentration in your third year of study. Equipped with skills from diverse fields, you will be able to help financial institutions translate complex business processes in financial services into implementable IT solutions.
- **Comprehensive learning experience** through hands-on experience, local and overseas field trips.
- **Beyond the classroom** – you will be given many opportunities to sharpen your technical and people skills through projects.
- **Get real** – you will gain relevant and first-hand work experience through Internship Programme with financial / IT companies.
Course Modules

DFI is a three-year full-time programme.

First Year
- Introduction to Financial Markets and Management
- Principles of Accounting
- Fundamentals of Marketing
- Fundamentals of Economics
- Database Management Systems
- Web Client Development
- IT for Business
- Mathematics
- Business Communication
- Organisational Management
- General Education I

Second Year
- Statistics for Business
- Financial & Management Accounting
- Financial Management
- Java Programming
- Infocomm Security
- Systems Development Techniques
- Web Application Development
- Business Process Management
- Ethics and Law of Digital Media & IT
- General Education II
- Elective*
  *One elective module from the following:
  - Marketing Research
  - Quantitative Analysis
  - Mobile Marketing
  - Mobile Commerce
  - Principles of New Media Marketing
  - Mathematics for Business

Third Year
- Project Management
- IT Security Policies and Auditing
- Operation Security and Contingency Management
- Professional Preparation
- Internship Programme
- Final Year Project
- Independent Study Project & Presentation

Option**
** 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
A Bright Future Awaits

It’s a new chapter of life after DFI. What will it be like? We open the door to a variety of career options and opportunities.

- Banking system analyst
- Financial technical consultant
- System process executive
- Accounting system analyst
- Accounting technical consultant

Further Studies

- Graduation from this course gives you immediate recognition and acceptance by local and overseas universities
- Opportunity to pursue either Finance or IT degree in universities

Say What?

The course has equipped me with knowledge in both finance and IT. Its unique nature of dual disciplines allows me time to get to know both before deciding on one in year three. Through this course, I have found my career goals and aspirations in life.

Mr Benjamin Tan Yao Wei, final-year student

DFI’s versatility in course design provided me with training in finance and IT. I am glad I made the right choice!

Ms Tan Wen Ting, final-year student
Diploma in

**Human Resource Management with Psychology (DHRMP)**

What has psychology got to do with human resource management?

Everything if it's used to design and determine work activities, work places, rewards, incentives, training, appraisal systems and career development. Psychology used in human resource management affects every working individual in every working field.

SP is the first and only polytechnic in Singapore that offers a full time diploma in Human Resource Management with Psychology (DHRMP). In this course, you will acquire a good grounding in human resource management and IT skills to become successful human resource practitioners. You will also be trained to understand the principles of psychology so as 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 HR services in business to achieve success. The course is designed to provide an extensive business education in addition to specialisation in Human Resource Management.
• We offer practical training, **modern facilities** such as SB’s Human Resource Learning Studio and an excellent programme to give you a head start in your career.
• **Comprehensive learning experience** – you will learn a HR information system used by leading companies in the industry. Our Overseas Immersion and Credit Transfer Programme and study trips allow you to learn about foreign business and HR practices, as well as to network with industry practitioners.
• **Beyond the classroom** activities such as organising HR related events or seminars, participating in HR competitions and research projects focused on local and/or regional issues.
• **Get real** – you will gain relevant and first-hand work experience through a 12-week Internship Programme.
• Prestigious DHRMP scholarship offered by Hays Recruiting Experts Worldwide.
• **HR Accreditation** – upon graduation, you can apply to be accredited with the status of HR Associate by the Singapore Human Resources Institute (SHRI) HR Accreditation Board. This HR accreditation provides you with the additional recognition that you have acquired the relevant skill-sets expected of a HR professional. Thus, your employability and career prospects can be enhanced.

**A Bright Future Awaits**

It’s a new chapter of life after DHRMP. What will it be like? We open the door to a variety of career options and opportunities. You will have the requisite fundamental business, HR and psychology-related knowledge to find exciting and rewarding careers in the HR field.

• HR Executive
• Recruitment Specialist
• Industrial Relations Executive
• HR Information Specialist
• Compensation & Benefits Specialist
• Training Executive

**Further Studies**

You can gain direct entry into the second year of a three-year degree programme at reputable universities.
DHRMP is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

**First Year**
- Principles of Accounting
- Economics
- IT for Business
- Business Communication
- Fundamentals of Marketing
- Discovering Business & Enterprise
- Statistics for Business
- Management & Organisational Behaviour
- General Education I

**Second Year**
- Business Law
- Psychology in Counselling
- Recruitment and Selection
- Performance Management
- Compensation & Benefits Management
- Financial Management
- Cultural Intelligence
- Negotiation & Conflict Management
- Training & Development
- HR Information System
- Research Methods
- General Education II

**Third Year**
- Employee & Industrial Relations
- Employment Law
- Global HRM
- Integrated HR Project
- Professional Preparation
- Psychology in Work Behaviour
- Internship Programme
- Independent Study Project & Presentation
- Free Elective (choose one)
  - Change Management
  - Mathematics for Business
  - Business Planning for New Ventures
  - Principles of New Media Marketing
Diploma in Human Resource Management with Psychology (DHRMP)

Say What?

“D is for the dedicated lecturers I have met and the deep friendships I have forged, H is for the happy and homely feelings of being in this course, R is for the rich knowledge that I have learnt, M is for the memories that I’ll remember for life and P is for the possibilities that the school has brought me. There’s nothing more I could ask for in my three years of DHRMP in SP Business School.”

Vanna Koh Wee Nah, final-year student

“DHRMP gives me a strong grounding in HR knowledge and practices and the projects allow me to further understand as well as to apply what I have learnt in the classroom. Also, the psychology modules strongly complements the core HR subjects since they revolve around the human factor and this will provide us an added advantage when we enter the industry. Finally, the friendly and helpful lecturers are always at hand to clear our doubts and impart valuable experiences to us.”

Muhammad Hanafi Bin Md Said, final-year student
Diploma in
International Business (DIB)

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

The Diploma in International Business (DIB) prepares you to succeed in the global marketplace. You will develop a good understanding of the core international business competencies, acquire a global business mindset and sharpen your business acumen, graduating world-ready.

Get ready 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.

**Unique Stamp**

- **Comprehensive learning experience** through seminars by industry practitioners and leading academics, including emotional intelligence, leadership and cultural intelligence courses developed and taught by S P Jain, one of the world’s premier business schools. Our cultural and business immersion seminars allow you to learn about business practices and culture from around the world.
- **Beyond the classroom** activities such as working with industry partners to gather market intelligence to explore new business opportunities. In 2010, first year students went on cultural and business immersion programmes to Vietnam and India.
- **Get real** – you will gain relevant and first-hand work experience through local and overseas Internship Programme.
Diploma in International Business (DIB)

Course Modules

DIB is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

First Year
- Principles of Accounting
- Economics
- Discovering Business and Enterprise
- Statistics for Business
- Management & Organisational Behaviour
- IT for Business
- Fundamentals of Marketing
- Business Communication
- General Education I

Second Year
- Global Business Environment
- Law Relating to International Business
- Financial Management
- International Relations
- Leadership and Emotional Intelligence
- Global Supply Chain Management
- International Finance
- Cultural Intelligence
- Doing Business Overseas
- International Marketing and Research
- General Education II

Third Year
- New Venture Planning
- Foreign Language and Culture
- International Economics
- International Business Strategy
- Professional Preparation
- Overseas Market Feasibility Research Project
- Internship
- Independent Study Project & Presentation
- Free Electives (choose two)
  - Global HRM
  - Business to Business Marketing
  - Principles of Import-Export Trade
  - Fundamentals of Electronic Business
A Bright Future Awaits

It’s a new chapter of life after DIB. What will it be like? We open the door to a variety of career options and opportunities.

- 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. You could chart your own journey as an entrepreneur or pursue a fulfilling career in a multinational corporation, as an executive in one of the following areas:
  - International marketing and sales
  - Business planning and development
  - International market research and development
  - Overseas business operations
  - International trade development and operations.

Further Studies
- You will receive generous advanced standing offered by many local and renowned foreign universities.

Say What?

"The DIB course has been fulfilling and interesting. We have a dedicated group of engaging and fun lecturers who bring in industry or life experience to make our modules relevant. I can’t wait for my three-month industry attachment abroad!"

Cheryl Tay, first-year student

"Having chosen the DIB course has truly been a great decision. Here, I get to learn beyond the classroom, with the guidance of my friendly and supportive lecturers and amazing course mates. My learning experience is enriching and exciting, just like how it should be!"

Sharon Alice Joseph, first-year student
Diploma in
Tourism and Resort Management (DTRM)

Resort operations are one of the fastest growing areas in today’s economy. The opening of the two integrated resorts (IR) in 2010 has generated much demand for manpower and industry skills.

The Diploma in Tourism and Resort Management (DTRM) provides a winning combination of training in tourism and resort management skills as well as an extensive business education. These skills will equip you for an exciting role in Singapore’s integrated resorts and the dynamic tourism and hospitality industries.

**Unique Stamp**

- **Extensive programme** such as the study of sea cruise operations for all first-year students, hospitality authentic training programme for all second-year students and the 24-week internship programme in various tourism and hospitality related companies for third-year students.
- **Beyond the classroom** – you will have opportunities to participate in an annual student exchange programme; work on interesting group projects and enter tourism/travel competitions and fairs.
- **Comprehensive learning experience** through hands-on training in sophisticated computer reservations software, events organisation, customer service, tour leading, hotel front office operations and food & beverage management; local and overseas field trips.
- **Get real** – you will have opportunities to undergo internships locally or overseas, including University of California Riverside (UCR), International Education Programme (IEP) and Disney Theme Parks & Resorts International College Programme.
- **Scholarships** – outstanding students may be awarded the prestigious Raffles City Hotels Scholarship in their second or third year of studies.
DTRM is a three-year full-time programme. All full-time students taking the DAC, DBA, DBF, DIB, DHRMP and DTRM courses attend a common first-year programme.

**First Year**
- Principles of Accounting
- Economics
- Business Communication
- IT for Business
- Statistics for Business
- Fundamentals of Marketing
- Management & Organisational Behaviour
- Discovering Business & Enterprise
- General Education I

**Second Year**
- Business Law
- Meetings, Incentives, Conventions & Events
- Introduction to Hotel & Resort Operations
- Financial & Management Accounting for Hospitality
- Cultural Intelligence
- Travel & Tourism Practices
- Human Resource Management
- Food & Beverage Management
- Market Intelligence & Research
- Professional Preparation
- Gaming Operations & Management
- General Education II

**Third Year**
- Resort Management
- Sponsorship Marketing in Tourism
- Global Business Environment
- Service Quality Management
- Independent Study Project & Presentation
- Free Elective (choose one)
  - Web Publishing
  - Mathematics for Business
  - Shopping Mall Management
  - Introduction to Psychology
  - Airline Services Management
A Bright Future Awaits

It's a new chapter of life after DTRM. What will it be like?
We open the door to a variety of career options and opportunities.

- Executives
  in resorts, national tourism organisations, travel agencies, hotels, airlines, tourist attractions, spas, theme parks, meetings, incentives, conventions & exhibitions (MICE) companies and cruise lines.

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

Say What?

My ambition is to find a job which allows me to learn beyond where my area of expertise lies, achieve personal satisfaction from it, and be able to serve a greater variety of interests than that of myself and the organization I am working for.

Margaret Tan, DTRM graduate 2010. She is now furthering her studies at NTU. Her awards include the NTU Scholarship and the Lee Kuan Yew STEP Award

The DTRM course not only covers the hospitality and tourism industry, it also has modules on resort and airline operations, as well as F&B.
There are also study trips to help us learn in a more interactive way.
In addition, SP has very good connections with local and international companies for internship opportunities. I was fortunate to be given a chance to work in Disney World, Orlando, Florida. Being in DTRM has definitely broadened my horizon of knowledge and opened many doors to the industry for me.

Diana Lim, DTRM graduate 2009. She is now working as a Guest Services Co-ordinator at Resorts World Sentosa - Universal Studios Singapore
## Entry Requirements

Applicants must have taken the following subjects at not more than two sittings of the GCE ‘O’ Level examination and obtained the minimum indicated results.

<table>
<thead>
<tr>
<th>GCE ‘O’ Level Subjects</th>
<th>Accountancy</th>
<th>Banking &amp; Financial Services</th>
<th>Business Administration</th>
<th>Human Resource Management with Psychology</th>
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<tbody>
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<td>English Language</td>
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Applicants must have taken the following subjects at not more than two sittings of the GCE 'O' Level examination and obtained the minimum indicated results.

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<th>GCE 'O' Level Subjects</th>
<th>International Business</th>
<th>Tourism &amp; Resort Management</th>
<th>Financial Informatics</th>
</tr>
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<tr>
<td>English Language</td>
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**Note:** In order to be eligible for admission, you must also have sat for one of the following subjects:

<table>
<thead>
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<tbody>
<tr>
<td>Art / Art &amp; Design</td>
<td>Geography</td>
<td>Literature in English/Chinese/Malay/Tamil</td>
</tr>
<tr>
<td>Business Studies</td>
<td>Higher Art</td>
<td>Media Studies (English Language)</td>
</tr>
<tr>
<td>Combined Humanities</td>
<td>Higher Music</td>
<td>Music</td>
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<tr>
<td>Commerce/Commercial Studies</td>
<td>History</td>
<td>Principles of Accounts</td>
</tr>
<tr>
<td>Economics</td>
<td>Introduction to Enterprise Development</td>
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<tr>
<td>Additional Combined Science</td>
<td>Design &amp; Technology</td>
<td>Physical Science</td>
</tr>
<tr>
<td>Additional Science</td>
<td>Engineering Science</td>
<td>Physics</td>
</tr>
<tr>
<td>Biology</td>
<td>Food &amp; Nutrition</td>
<td>Science (Chemistry, Biology)</td>
</tr>
<tr>
<td>Chemistry</td>
<td>Fundamentals of Electronics</td>
<td>Science (Physics, Biology)</td>
</tr>
<tr>
<td>Combined Science</td>
<td>General Science</td>
<td>Science (Physics, Chemistry)</td>
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<tr>
<td>Computer Studies</td>
<td>Human &amp; Social Biology</td>
<td>Science (Physics, Chemistry, Biology)</td>
</tr>
<tr>
<td>Creative 3D Animation</td>
<td>Integrated Science</td>
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</tbody>
</table>
For more information regarding entry requirements, courses and careers, please contact:

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Fax: (65) 6772-1952
Email: sb@sp.edu.sg
Website: www.sp.edu.sg/schools/sb

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Information is correct as at 1 January 2011.