VENTURE+U

- S75 Accountancy
- S76 Banking and Finance
- S71 Business Administration
- S34 Business Innovation and Design
- S42 Engineering with Business
- S46 Financial Informatics
- S48 Human Resource Management with Psychology
- S36 International Business
- S55 Tourism and Resort Management

WITH SP, IT’S SO POSSIBLE
We offer an authentic learning programme that will enhance your experience via overseas credit transfer programmes, multi-disciplinary projects and participation in competitions.

SP is the only polytechnic that offers unique and industry-relevant courses such as the Diploma in Human Resource Management with Psychology and the Diploma in Business Innovation and Design. You will learn in exclusive facilities such as the Entrepreneurship Resource and Ideas Centre (ERIC), Business Innovation & Design Studios, UOB Kay Hian-SP Dealing Centre, SPELL (a retail living lab located at Changi Airport), the Hospitality Learning Hub, the Human Resource Learning Studio, the International Business Active Learning Lab (iBall) and the Accountancy Collaboration Studio.

The SP Business School diploma is highly valued by employers and widely accredited by reputable universities worldwide for admission to accelerated degree programmes. Our business courses give you many exemptions in professional courses.

At SP Business School, we stimulate your mind, body and soul so that you lead well, serve well and, yes, play well. It’s a world of volatility and complexity that we live in, but SP Business School will prepare you for the continuing challenges that come your way. You will graduate with the confidence to keep up with the demands of an ever changing world, and venture into new frontiers to be a pioneer in diverse fields.
SP Business School provides our students with:

• **F**irm foundations in business competencies
• **I**mmersion and discovery in the world of Business
• **R**ight attributes and potential to succeed
• **S**election of choice courses
• **T**rack records and reputations built up by our successful graduates

**WHY SP BUSINESS SCHOOL?**
If there’s one job that stays in demand regardless of economic conditions, it would have to be accounting. No business can thrive without a team of competent accounting and finance professionals.

At the Diploma in Accountancy (DAC) course, you will learn that accounting is more than just working with numbers. It involves understanding crucial financial information and economic behaviours that enable you to envision fresh business solutions for organisations. It is also the foundation for a wide variety of roles in areas such as Taxation, Corporate Finance, and Business Development. The DAC helps you to acquire both critical and creative thinking skills; develop leadership skills and global business perspectives; and build a strong sense of social responsibility.

SP was also the first institution to train accountants in Singapore, and many of our graduates have become partners in international accounting firms, Chief Executive Officers and Directors of multinational companies.

Seize the opportunity. Invest in your future in accountancy.

Selected Diploma in Accountancy students may participate in the mini APEX Programme which is specially designed to provide insights and skills development in the accounting profession. For details, visit www.sp.edu.sg and search for “DAC Course”.

COURSE HIGHLIGHTS

✓ An edge in people skills with emotional intelligence infused into DAC curriculum
✓ Opportunity to stretch your potential through our DAC mini APEX Programme, known as the Leadership Exploration and Development (LEAD) Programme
✓ Generous credit exemptions from professional accounting bodies and Universities
✓ Hands-on experiential learning opportunities in the new Accounting Collaboration Studio
✓ Excellent overseas exposure via study trips and overseas immersion programmes in countries like Australia, Indonesia and China
✓ Internship opportunities at reputable companies for exposure to various aspects of accounting, auditing and finance
✓ Option to be awarded the CIMA Diploma / Advanced Diploma in Management Accounting, allowing you start working on your professional qualifications while still in school
✓ Opportunity to apply technical skills acquired to contribute to community

ENTRY REQUIREMENTS

Aggregate Type: ELR2B2-B

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- Business Studies
- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
- Principles of Accounts
The Diploma in Accountancy is a three-year full-time programme.

**FIRST YEAR**
- Communicating for Project Effectiveness
- Discovering Business & Enterprise
- Fundamentals of Marketing
- IT for Business
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Accounting
- Statistics for Business
- General Education 1
- General Education 2

**SECOND YEAR**
- Accounting Information Systems
- Auditing
- Business Law
- Company Law
- Cost Accounting
- Financial Accounting
- Financial Analysis and Management
- Taxation
- Social Innovation Project
- General Education 3

**THIRD YEAR**
- Advanced Financial Accounting
- Communicating for Professional Effectiveness
- Internship
- Management Accounting
- Personal Social Effectiveness for Accountants
- Information Technology Option
  - Fundamentals of Electronic Business
  - Fundamentals of Spreadsheet Programming
  - Web Publishing
- Options (choose one of the following options)
  - Finance Option
    - Financial Markets
    - Investment
    - International Trade Finance & Documentation
  - Integrated Accounting Practice Option
    - Business Analytics
    - Integrated Accounting Practice
- International Business Option
  - Global Business Environment
  - Global Marketing
  - Principles of Import-Export Trade
  - Indonesia Business Research Immersion Programme
  - Governance and Audit Practicum
  - Risk Management

**Free Electives**
- ASEAN Business Research & Immersion Programme
- Chinese Business Research and Immersion Programme
- Governance and Audit Practicum
CAREER OPTIONS

• Accounting
• Auditing
• Costing
• Finance
• Taxation
• Banking
• Business Development
• Systems Analysis

The highlight of my course was the internship programme. I was posted to Deloitte and Touche, one of the big four auditing firms in the world. It was an eye opening experience to be able to check on the financials of different companies. I was under the SP Outstanding Talent programme which brought me to Dubai for an international conference. SP was a really awesome experience for me!

-Shilton Tan, Class of 2011

FURTHER STUDIES

You can pursue further studies in accountancy or business degree programmes with local or foreign universities. Advanced standing will be given by foreign universities. You will be granted generous exemptions from 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).
The banking and finance sector is a major driving force of the Singapore economy. Embarking on SP’s Diploma in Banking and Finance (DBKF) course will prepare you for a promising future within and beyond the banking and finance industry.

We are the premier Banking and Finance course with the largest intake and most number of graduates out in the industry. Under DBKF, you get to specialise in one of two options – Banking or Financial Trading.

You will receive a quality education that is specialised, yet broad-based and highly recognised by the industry and many universities.
COURSE HIGHLIGHTS

☑ Solid and relevant curriculum to give you a head-start in work or further studies
☑ Option in either Banking or Financial Trading
☑ Preparations for the Associate Financial Planner certification, Capital Markets and Financial Advisory Services Exam (CMFAS) and other professional /industry qualifications
☑ Exclusive facilities such as the UOB Kay Hian-SP Dealing Centre, where online real-time financial information from Thomson Reuters and trading simulation software are used
☑ Practical training, field trips, internship programmes with international banks and financial institutions, financial institutions, financial and business strategy competitions, job shadow and overseas study trips

ENTRY REQUIREMENTS

Aggregate Type: ELR2B2-B

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• Combined Humanities • Economics • Geography
• Higher Art • Higher Music • History
• Introduction to Enterprise Development
• Literature in English / Chinese / Malay / Tamil
• Media Studies (Chinese) / (English) • Music
• Principles of Accounts
The Diploma in Banking and Finance is a three-year full-time programme.

### First Year
- Communicating for Project Effectiveness
- Discovering Business & Enterprise
- Fundamentals of Marketing
- IT for Business
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Accounting
- Statistics for Business
- General Education 1
- General Education 2

### Second Year
- Business Law
- Corporate Finance
- Customer Relationship Management
- Financial Accounting
- Financial Markets & Institutions
- Fundamentals of Finance
- Macroeconomic Analysis I
- Macroeconomic Analysis II
- Social Innovation Project
- General Education 3

#### Banking Option
- International Trade Finance & Documentation
- Investment

#### Financial Trading Option
- Equity Analysis
- Securities Regulations

### Third Year
- Banking Law
- Credit Risk Analysis & Management
- Financial Planning
- New Venture Planning
- Professional Preparation
- Wealth Advisory Process & Relationship Skills
- Treasury
- Internship Programme

#### Banking Option
- Banking Law
- Credit Risk Analysis & Management
- Financial Planning
- New Venture Planning
- Professional Preparation
- Wealth Advisory Process & Relationship Skills
- Treasury
- Internship Programme

#### Free Electives (choose one)
- Cultural Intelligence
- Fundamentals of Electronic Business
- Introduction to Psychology
- Mathematics for Business
- Technical Analysis

#### Financial Trading Option
- Fixed Income Analysis
- Forex Trading
- Futures & Options
- Internship Programme

#### Free Electives (choose one)
- New Venture Planning
- Portfolio Management
- Professional Preparation
- Technical Analysis and Trading

- Cultural Intelligence
- Financial Planning
- Introduction to Psychology
- Mathematics for Business
You can pursue further studies in business and finance degree programmes in reputable local and foreign universities. The latter will grant you generous advanced standing. You can also pursue programmes and industry certifications offered by professional institutions.

Graduates may also work in the finance department of any company.
If you are interested in studying business, choosing Diploma in Business Administration (DBA) could be your first smart business decision. The DBA is the first and leading business course that champions entrepreneurial thinking among “O” level graduates who desire to be competent business leaders. Our course is designed to enhance your learning through real world experiences, such as our state-of-the-art retail outlet (SPELL) at Changi Airport.

Flexibility and choices are what you get with our DBA. You will have the opportunity to choose any two specialisations from a portfolio of options. Upon graduation, you will be much sought after by employers as DBA graduates are primed to start contributing to the organization quickly.
COURSE HIGHLIGHTS

- Variety of specialisation options including Marketing Management, Finance and Accounting, International Business and Trade, Retail Management, Logistics & Supply Chain Management, Human Resource Management, Entrepreneurship, and Overseas Immersion Programme
- Opportunity to manage the state-of-the-art retail outlet, SP Entrepreneurship Living Lab (SPELL) at the Changi Airport Terminal 3
- Curriculum with design thinking pedagogy
- Exciting learning experiences through industry collaborated projects, hands-on activities, overseas immersion programmes and field trips.

ENTRY REQUIREMENTS

Aggregate Type: ELR2B2-B

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- Economics
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- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
- Principles of Accounts
The Diploma in Business Administration is a three-year full-time programme.

Over the first two years, you will acquire knowledge and skills in core business fundamentals.

**FIRST YEAR**
- Communicating for Project Effectiveness
- Discovering Business and Enterprise
- Fundamentals of Marketing

**SECOND YEAR**
- Business Law
- Cultural Intelligence
- Consumer Psychology
- Financial Analysis and Management
- Financial & Management Accounting
- Fundamentals of Electronic Business
- Global Business Environment
- Human Resource Management
- Marketing Intelligence & Research
- Quantitative Analysis
- Social Innovation Project
- General Education 3

**THIRD YEAR**
- Communicating for Professional Effectiveness
- New Venture Planning
- Options (choose any two of the following options)
  - Entrepreneurship
  - Finance and Accounting
  - Human Resource Management
  - International Business and Trade
  - Logistics & Supply Chain Management
  - Marketing Management
  - Overseas Immersion Programme
  - Retail Management

**Advanced Modules (optional)**
- Microeconomics
- Principles of Accounting
- Statistics for Business
- General Education 1
- General Education 2
- Economic Analysis
- Leadership and Emotional Intelligence
- SP Entrepreneurship Living Lab
- Introduction to Psychology
- Mathematics for Business
- Overseas Study Programme
CAREER OPTIONS

Executive in:
- Business Development
- Finance
- Accounting
- Sales and Marketing
- Public Relations
- Event Management
- Research

FURTHER STUDIES

You can apply for further studies with local or foreign universities. The latter will offer generous advanced standing where you can enrol in the second year of various degree programmes. Many of our graduates have clinched scholarships to pursue business-related degrees in local and foreign universities.

“DBA has trained us to be well prepared for the reality of the working world. The rigorous curriculum has provided a solid foundation for my career. Today’s companies seek employees with excellent communication and interpersonal skills. DBA has prepared me well in these areas. The course has also trained graduates like me to be able to speak confidently for business presentations.”

Chua Choon Hong, DBA graduate, Sales Manager, Oracle Corporation
Design Thinking is a dynamic and exciting management approach that spurs creativity and innovation in businesses today. The Diploma in Business Innovation and Design (DBID) is the one and only diploma course offered by a polytechnic that incorporates Design Thinking into business education. DBID inculcates business students with a designer’s sensibilities and methods to understand people’s needs and to solve complex human problems facing the world today.

**Unique Teaching Methodology**
DBID’s unique curriculum emphasises studio-based instruction and practice-based learning. It instills creative confidence and engenders empathic mind-set amongst students coupled with sound business fundamentals. Students embarking on this extraordinary educational journey have access to a host of opportunities designed to inspire and challenge them, including learning projects with leading organizations, mentorship by industry leaders, special seminars and overseas study trips. With a multitude of opportunities to excel, this is definitely an exciting time for those aspiring to pursue a polytechnic education.
COURSE HIGHLIGHTS

- Integrative learning emphasising both business and design thinking
- Well-qualified, fun-loving and motivated lecturers
- Inspirational and action-learning environment
- Out-of-classroom collaborative learning
- Design Thinking boot camp
- Partnership with leading industry players to work on real life projects
- Seminars and workshops conducted by industry experts
- $15,000 scholarship from the Ministry of National Development (MND)

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- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
- Principles of Accounts

Aggregate Type: ELR2B2-B
The Diploma in Business Innovation and Design is a three-year full-time programme.

**FIRST YEAR**
- Statistics for Business
- Management & Organisational Behaviour
- Microeconomics
- Discovering Business & Enterprise
- General Education 1
- Fundamentals of Marketing
- Communicating for Project Effectiveness
- Principles of Accounting
- Macroeconomics
- IT Applications for Business
- General Education 2

**SECOND YEAR**
- Design Thinking Process (Fundamentals of Design Thinking & Ethnographic Studies)
- Emotional Intelligence & Empathy
- History of Art and Design
- Market Intelligence & Research
- Financial Analysis & Mgmt.
- Social Innovation Project
- Business Innovation Process (Visualisation, Ideation & Prototyping)
- Branding & Visual Communications
- Professional Preparation & Personal Branding
- Consumer Psychology
- Business Law
- General Education 3

**THIRD YEAR**
- Project Management
- Innovation Management
- Strategic Management & Design
- Business Model Development
- Change Management
- Global Business Environment
- Business Innovation Internship – 15 weeks (local or overseas)
CAREER OPTIONS

- Business Analyst
- Market Researcher
- Brand Executive
- Innovation Executive
- Business Design Strategist

FURTHER STUDIES

As a DBID graduate, you can pursue further studies in various disciplines in both local and overseas universities.

“DBID is both a home to learn in and a great unexpected family and I believe that Design Thinking is the bridge to the future!”

Valetta Teo, MND Scholar & SP Outstanding Talent

“DBID is a place where I am always learning about new things and where I am able to express myself creatively and emotionally. Furthermore, I’m constantly surrounded by talented friends who surprise and inspire me. All in all, DBID makes me better every day.”

Gene Png, DBID Student Chapter Vice President

“DBID fosters a kind of curiosity in me that I would otherwise not have, and a necessary discovery that eventually sparks curiosity. It has also changed the way that I think and behave with its rigorous curriculum comprising modules that are complementary yet distinct.”

Aaron Lim, MND Scholar and SP Water Polo Player
Diploma in
FINANCIAL INFORMATICS
(DFI - S46)

DFI is a distinctive course that equips you with multidisciplinary skills. You will gain a solid foundation in Finance, and concurrently be trained in skills to leverage on Business Intelligence and Analytics tools and techniques to gain insights into data. This dual competency will be your competitive edge, and your versatility will be highly sought after by a wide spectrum of sectors, especially the highly competitive financial sector.

DFI embraces change and needs in today’s workplace due to the exponential growth of information, the technological advancement and the increased globalised nature of financial services. It offers a curriculum that builds upon a cross-disciplinary approach to develop versatile skill sets and problem solving ability to manage knowledge activities and generate business insights, with the objectives to enhance operational efficiency, improve financial performance and drive business value propositions.

The curriculum brings together the financial and digital age knowledge and skills, critical thinking and problem solving capabilities that you will need to succeed in today’s work and life. You will also be energised by the engaging learning environment that make learning fun and relevant.
COURSE HIGHLIGHTS

☑ Plenty of hands-on practicum to build market-based competencies e.g. financial analysis practicum on Bloomberg, direct exposure to SAP BusinessOne Solution
☑ Enterprise Risk Management and Assessment skills
☑ Through-train scholarship from Polytechnic course to Degree course
☑ ELITE scholarship that provides funding for internship and industry mentorship
☑ Both local and overseas internship opportunities with excellent organisations
☑ Industry-based projects that offer real world project experience
☑ Multi-disciplinary skills that broaden your career prospects
☑ Versatile course that offers wider options for further studies
☑ Overseas learning opportunities, life skill trainings, creative activities
☑ Alignment with professional certification such as the Financial Industry Competency Standards Certification, Chartered Institute for Securities & Investment Certification and SAP Associate Certification

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Note:
To be eligible for admission, you must also have sat for one of the following subjects:
- Biology
- Chemistry
- Computer Studies
- Creative 3D Animation
- Design & Technology
- Food & Nutrition
- Fundamentals of Electronics
- Physics
- Science (Chemistry, Biology)
- Science (Physics, Biology)
- Science (Physics, Chemistry)
The Diploma in Financial Informatics is a three-year full-time programme.

### COURSE MODULES

#### FIRST YEAR
- Communicating for Project Effectiveness
- Statistics for Business
- Fundamentals of Marketing
- Introduction to Financial Markets and Management

#### SECOND YEAR
- Financial Analytics & Portfolio Management
- Database Management
- Investment Analysis
- Enterprise Risk Management & Modelling
- Financial Market Products
- Business Analytics
- Essential Programming
- System Analysis & Design
- Business Law

#### THIRD YEAR
- Investment Operations
- Banking Operational Risk Management
- Business Intelligence Practicum
- Professional Preparation
- Final Year Project
- Internship Program

**Free Elective (choose one):**
- International Finance
- E-Banking
- Quantitative Analysis

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**FIRST YEAR**
- Essentials of Financial Management
- General Education I
- General Education II

**SECOND YEAR**
- Management & Organisational Behaviour
- General Education III
- Social Innovation Project
CAREER OPTIONS

Promising career opportunities await you as Singapore continues its positioning as an international financial center and analytics hub. You will have versatile career options in the areas of:

- Financial Management
- Risk Management & Assessment
- Product Control & Compliance
- Analytics & Business Intelligence
- Technology & Operations
- Project Management

What I like most about DFI is the strong sense of belonging among the DFI community, from peers, seniors and juniors, lecturers and alumni. Together, we support each other and have lots of fun and fond memories. The course’s unique nature of multiple disciplines also broadens my perspectives and helps navigate the finding of my interests and career goals.

Ng Sing Yee, NUS Scholar, now pursuing a degree at NUS Business School, National University of Singapore

FURTHER STUDIES

DFI graduates can apply for degree courses in Business, Finance, Business Analytics and Information Systems. You can also pursue professional programmes in Financial Industry Competency Standards (FICS) Certification, Chartered Institute for Securities & Investment (CISI) Certification and SAP Associate Certification.
We Nurture PEOPLE who Develop People.

DHRMP is a unique course that covers relevant areas of human resource management and psychology to enhance the effectiveness of future Human Resource practitioners.

Emotional Intelligence and Positive Psychology concepts are also infused into our DHRMP curriculum to reinforce the awareness and development of students’ Emotional Quotient (EQ).

Singapore Polytechnic is the first polytechnic in Singapore to offer this full-time course.
COURSE HIGHLIGHTS

- An edge in people skills with Emotional Intelligence and Positive Psychology infused into our DHRMP curriculum
- Head-start in HR career through professional accreditation as HR Associate by the Singapore Human Resources Institute (SHRI)
- Participations in HR-related events and competitions
- Overseas immersion and credit transfer programmes, overseas internships and overseas study trips to learn about foreign businesses and their HR practices
- DHRMP scholarships offered by industry partners
- Quality training facilities in our innovative and unique Human Resource Learning Studio

ENTRY REQUIREMENTS

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- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
- Principles of Accounts
The Diploma in Human Resource Management with Psychology is a three-year full-time programme.

### COURSE MODULES

#### FIRST YEAR
- Communicating for Project Effectiveness
- Discovering Business & Enterprise
- Fundamentals of Marketing
- IT for Business
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Accounting
- Statistics for Business
- General Education 1
- General Education 2

#### SECOND YEAR
- Business Law
- Cultural Intelligence
- Compensation & Benefits Management
- Financial Management
- HR Information System
- Negotiation & Conflict Management
- Psychology in Counselling
- Performance Management
- Recruitment and Selection
- Research Methods
- Training & Development
- Social Innovation Project
- General Education 3

#### THIRD YEAR
- Employee & Industrial Relations
- Employment Law
- Global HRM
- Integrated HR Project
- Internship Programme
- Professional Preparation
- Psychology in Work Behaviour
- Business Planning for New Ventures
- Fundamentals of Electronic Business
- Mathematics for Business
- Principles of New Media Marketing

Free Elective (choose one)
Not only does DHRMP encapsulate the various functions of human resource management, it also gives balanced consideration to the soft skills required by today’s business environment. On top of that, hands-on projects, activities, talks and study trips made the process of learning enjoyable.

DHRMP lecturers are dedicated, always going the extra mile to develop us. With all that it offers, DHRMP is definitely the best choice I have made!

Tan Pei Ling, Class of 2012, SP Model Student, now pursuing a degree in NUS Business School

I was certainly very impressed with the calibre of the DHRMP students and their achievements which speak volumes of the educational excellence within Singapore Polytechnic and its staff. The Diploma is an excellent way to kick off a career in Human Resources as it provides a strong grounding in the industry. In my experience, Human Resources offer an exciting career path and can lead to a diverse range of job opportunities around the world.

Mr Chris Mead, Regional Director South East Asia, Hays Singapore

You can pursue further education at local and foreign universities. With your diploma, you can gain direct entry into the second year of a three-year degree programme at reputable foreign universities.

FURTHER STUDIES
The Diploma in International Business is specially designed to inspire and help you reach the peak of your ability. For details, visit www.sp.edu.sg

The Diploma in International Business equips you with the core international business competencies that are necessary to tackle the challenges of an increasingly globalized world. The key goal of the DIB course is to groom you to be a global talent for Asia – one who is culturally intelligent, multi-lingual, and ready to lead in this fast growing region.
COURSE HIGHLIGHTS

- Innovative integrated curriculum that provides you valuable insights into how business organisations operate and strategise in the international arena
- A powerful blend of Business Intelligence, Cultural Intelligence and People Intelligence
- Unique learning space called iBall (International Business Active Learning Lab) to enhance your learning experience
- Cultural appreciation programmes in China and Indonesia where you will learn about the business practices of emerging economies
- The Tri City Study Mission, a specially designed 15-week overseas immersion programme, provides you first-hand experience of living and studying in three cities in Asia

ENTRY REQUIREMENTS

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- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
- Principles of Accounts
The Diploma in International Business is a three-year full-time programme.

### COURSE MODULES

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| - Communicating for Project Effectiveness  
- Discovering Business and Enterprise  
- Fundamentals of Marketing | - IT for Business  
- Macroeconomics  
- Management & Organisational Behaviour  
- Microeconomics | - Principles of Accounting  
- Statistics for Business  
- General Education 1  
- General Education 2 |
| - Cultural Intelligence  
- Global Business Environment  
- Financial Analysis & Management  
- International Economics  
- Business Model Development | - International Finance  
- International Marketing and Research  
- International Relations  
- Law Relating to International Business | - Leadership and Emotional Intelligence  
- Social Innovation Project  
- General Education 3 |
| - Foreign Language and Culture  
- International Business Strategy  
- Doing Business Overseas  
- Global Supply Chain Management | - Tri City Study Mission or Internship  
- Principles of Import-Export Trade  
- Professional Preparation | |
CAREER OPTIONS

- International Operations Manager
- Business Developer
- Global Brand Executive

As a university professor, the question I ask myself about programmes I evaluate is ‘Would I want my kids to enrol in this programme?’ If my children wanted to learn international business, I would be very satisfied if they chose the Diploma in International Business from Singapore Polytechnic.

Professor James Gerber, San Diego State University

The DIB course has been fulfilling and interesting. We have a dedicated group of engaging and fun lecturers who bring their industry and life experiences to make our modules relevant.

Cheryl Tay, final-year student

FURTHER STUDIES

You can pursue further education at top local and foreign universities. With your Diploma in International Business, you can obtain advanced standing from many reputable overseas universities. The specially formulated integrated learning curriculum and comprehensive overseas exposures will equip you well to excel in your studies in these universities.
Tourism and Resort operations are amongst the fastest growing sectors in the Singapore economy, thanks to the fully transformed tourism landscape in Singapore and its neighboring countries.

The exciting efforts to enhance the destination attractiveness of the city ranges from the gigantic integrated resorts up to the artsy Marina Bay, the old glamour of Chinatown, Kampong Glam and Little India and the luxurious Orchard road.

The list goes on... All these result in the need to attract and retain talents—young and eager graduates who enjoy people and service. The Diploma in Tourism and Resort Management (DTRM) provides a winning combination of training in tourism and resort management skills, business acumen and Emotional Intelligence (EI) concepts infused into the DTRM curriculum. Think knowing yourself, understanding your feelings and others and then how you can make all those work to succeed in school and in life. DTRM helps prepare students for roles in the tourism industry and beyond. The tourism industry has long been an industry with tremendous success for long-term career pathways.
COURSE HIGHLIGHTS

- Studying sea cruise management on board a passenger ship in your first year and introduction to Emotional Intelligence (EI)
- Learning in an overseas hotel on an Experiential Learning Trip and specialized modules infused with EI during your second year
- A 24-week work-based learning experiences with an internship programme in various tourism and hospitality related companies in your third year
- Opportunities for overseas internship programmes such as the Disney Summer Internship Programme and Jyvaskyla University of Applied Science (Finland) Internship cum Exchange Programme and Dusit Thani Laguna Phuket Programme in Thailand
- DTRM scholarships offered by industry partners such as RC Hotels, RWS, Chan Brothers Travel and Marina Bay Sands
- Leads to advanced placement in universities through articulation agreements with both local and international universities

ENTRY REQUIREMENTS

<table>
<thead>
<tr>
<th>Subject</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) English Language</td>
<td>1 - 6</td>
</tr>
<tr>
<td>b) Mathematics</td>
<td></td>
</tr>
<tr>
<td>(Elementary/Additional)</td>
<td>1 - 6</td>
</tr>
<tr>
<td>c) Any three other subjects</td>
<td>1 - 6</td>
</tr>
</tbody>
</table>

Note:
To be eligible for admission, you must also have sat for one of the following subjects:
- Art / Art & Design
- Business Studies
- Combined Humanities
- Economics
- Geography
- Higher Art
- Higher Music
- History
- Introduction to Enterprise Development
- Literature in English / Chinese / Malay / Tamil
- Media Studies (Chinese) / (English)
- Music
- Principles of Accounts
The Diploma in Tourism and Resort Management is a three-year full-time programme.

COURSE MODULES

**FIRST YEAR**
- Business Communication
- Discovering Business & Enterprise Management
- Fundamentals of Marketing
- IT for Business
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Principles of Accounting
- Statistics for Business
- General Education 1
- General Education 2

**SECOND YEAR**
- Business Law
- Cultural Intelligence
- Financial & Management Accounting
- Food & Beverage Management
- Human Resource Management
- Introduction to Hotel & Resort Operations
- Market Intelligence & Research
- Meetings, Incentives, Conventions & Events
- Professional Preparation
- Travel & Tourism Practices
- Social Innovation Project
- General Education 3

**THIRD YEAR**
- Gaming Operations & Management
- Global Business Environment
- Resort Management
- Sponsorship Marketing in Tourism
- Service Quality Management
- Internship Programme
- Free Elective (choose one)
- Airline Services Management
- Introduction to Psychology
- Mathematics for Business
- Shopping Mall Management
CAREER OPTIONS

Your career options include working with:

- Integrated Resorts
- National Tourism Organisations
- Travel Agencies
- Tourist Attractions
- Hotels
- Airlines
- Spas
- Theme Parks
- Meetings, Incentives, Conventions & Exhibitions (MICE) companies
- Cruise Lines
- Service-related companies i.e. Call Centres, Customer Service, Retail

FURTHER STUDIES

You can pursue further studies at local or foreign universities. With your SP diploma, you can also gain advanced standing at reputable foreign universities.

“There is always a lack in the ‘glamorous’ notion whenever people hear about the reservations department; all because we handle the backroom operations. However, I take pride in what my team does because we have an important role to play, which is to ensure primarily that the clients are booked on what they paid for. Imagine the horror if clients booked a package for destination “A” but ended up at destination “B”. Our job is to ensure that every information relayed to us is promptly and duly informed to all the relevant parties so that the clients will have a fuss-free holiday right from the beginning. Having a happy booking experience is the first step towards a wonderful holiday. Our philosophy is that every little step count. Always remember, no job is deemed too miniscule to not give your 100%. Everything has to come together to make things work.”

Mabel Cheang, Central Reservations Manager, The Travel Corp.
Graduated in 2005
For more information regarding entry requirements and course information, please contact:

**SP Business School**
**Tel:** (65) 6772 1889  
**Fax:** (65) 6772 1952  
**Email:** sb@sp.edu.sg  
**Website:** www.sp.edu.sg/schools/sb