

# DIPLOMA IN BUSINESS INNOVATION AND DESIGN

(DBID – S34)

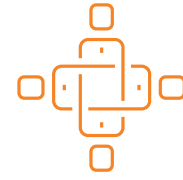
The Diploma in Business Innovation and Design (DBID) course will stimulate you beyond book knowledge – we train problem solvers and out-of-the-box thinkers to help change the future of businesses.



## EXPERIENCE AN EXCITING LEARNING JOURNEY

This course is the first of its kind in Singapore. The curriculum focuses on imbuing students with the thinking skills of a designer, which is then applied in business contexts to create innovative solutions.

You will be immersed in a studio learning environment. The two Business Innovation studios are specially designed to inspire collaboration and creativity. Students will also get many opportunities to apply their business and design thinking skills for real industry clients. Out-of-classroom experiences help to foster a unique and special bond amongst students which has become a hallmark of the program.



## ENJOY STRONG INDUSTRY SUPPORT

Partnerships have been forged with industry and international leaders to enhance career opportunities for our graduates.

You will have opportunities to work with clients such as Keppel Corporation, OCBC, Mr Bean, and many more on projects to help you integrate into the business world. Furthermore, seminars with industry experts will give you professional insights on current industry trends thus having a clearer understanding of the business world. DBID's strong ties with local and international industries provide internship opportunities to bring together campus learning with practical experiences.



## ENTRY REQUIREMENTS

2016 JAE ELR2B2: 13  
Aggregate Type: ELR2B2-B

SUBJECT	GRADE
English Language	1 - 6
Mathematics (Elementary / Additional)	1 - 6
Any three other subjects	1 - 6

### 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



# PREPARE TO MAKE AN IMPACT

The DBID course is a three-year full-time programme.

In the first year, students will be taught fundamental business modules that provide the basic platform of any business education. In the second and third year, students will apply design thinking skills and innovate for client-based projects.

*All full-time diploma students are required to take two compulsory Education and Career Guidance Modules in SP. Students will take SP101A: Education and Career Guidance 1 – Personal Development (15 hours) in their first year. In their second or third year, students will take SP201A: Education and Career Guidance 2 – Career Development (30 hours).*

*All students are required to take one compulsory Sports for Life (SFL) module for one semester in their first year in SP. In their second and third year, students may sign up for SFL module as an elective.*



## BE READY FOR A FULFILLING CAREER

Promising career opportunities await you upon completion of the DBID course. With the advantage of a broad-based curriculum, you will have versatile career options of being an executive in the areas of:

- Sales and Marketing
- User Experience Design
- Research
- Innovation
- Branding

You can apply for further studies with local or foreign universities. Enjoy advanced standing with foreign universities where you can enroll in the second year of various degree programmes.

Join a course designed with you in mind! Join DBID!

## COURSE MODULES



### FIRST YEAR

- Business Accounting
- Business and Technology
- Communicating for Project Effectiveness
- Education and Career Guidance 1
- Fundamentals of Marketing
- General Education 1
- General Education 2
- IT & Data Analysis for Business
- Macroeconomics
- Management & Organisational Behaviour
- Microeconomics
- Prescribed First Year Elective
- Statistics for Business

### SECOND YEAR

- Branding & Visual Communication
- Business Analytics
- Business Innovation Process
- Business Law
- Consumer Psychology
- Design Thinking Process
- Financial & Management Accounting
- Fundamentals of Design
- Marketing Intelligence & Research
- Professional Preparation & Personal Branding
- Social Innovation Project
- General Education 3
- Education and Career Guidance 2

### THIRD YEAR

- Business Model Design & Strategy
- Change Management
- Global Business Environment
- Innovation Management
- Internship Programme
- Project Management
- Strategic Management & Design

“Joining DBID has shown me how to be daring and take bold risks, because going against the herd mentality and thinking different is what sets you apart from the rest. Taking the path less travelled has also helped me to clinch a Nanyang Technological University scholarship. Don’t aim to just be the best, aim to be different.”

**Muhammad Syahiran Bin Abdul Jamal**  
DBID Gold Medallist, Class of 2016

