

DIPLOMA IN BUSINESS ADMINISTRATION

(DBA – S71)

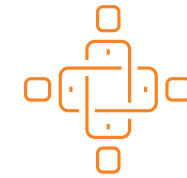
Set yourself up for a challenging career in business! Step into the world of business, ready and able to contribute! Sharpen your mind to deal with tough situations and find the best way out! The Diploma in Business Administration (DBA) is designed to prepare you for an exciting career by providing you with the essential knowledge, skills, practices and insights that will enable you to effectively deal with the complexities of today's global business environment. DBA develops thoughtful leaders, entrepreneurs and industry captains who create value for their organisations and their communities.



EXPERIENCE AN EXCITING LEARNING JOURNEY

We aim to bring you beyond textbooks and classrooms to broaden your learning experiences! We provide innovative venues and platforms for you to learn, such as our simulated workplace teaching facilities, Thinkcubators and the Enterprise Hub.

In your first year, you will build a strong foundation in business studies taught through engaging pedagogies such as design thinking and case-based analysis. At the end of your first year, you will have the freedom to choose from three Options, each dealing with a broad base of industries. In your second year, you will deepen your skills and expertise in your chosen area whilst enhancing your business fundamentals and developing sought-after skills in business analytics, financial analysis and management, business operations and design thinking. Your third year is when you thrive. You will work on applied industry projects and embark on exciting internships with our industry partners who are passionate about grooming new talent.



ENJOY STRONG INDUSTRY SUPPORT

We have partnered with a select group of industry partners and alliances to enable you to be work ready! Our DBA students have worked with our esteemed industry partners such as The Mentholatum Company, NETS Singapore, Mandom Corporation (Gatsby), Mott's Snapple International, The Neo Garden Group, and many more in projects. These projects in their curriculum will help in applying knowledge and learning to real-life business projects. Furthermore, guest-speaker series and seminars with industry experts will give professional insights on industry trends and developments.



ENTRY REQUIREMENTS

2016 JAE ELR2B2: 12
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

In DBA, you will have many opportunities to truly launch your career, even before graduation! Internship placement in an esteemed company offers you practical work experience, and opportunities to gain sought-after professional skills and invaluable industry connections in your chosen field of interest! DBA provides overseas internship opportunities in cities such as Suzhou where you will gain exposure to a foreign working environment and living in a different cultural and economic setting. You will also have the chance to be part of the exciting Tri-city study mission which will bring you to countries like Indonesia, Vietnam and Thailand to work with real clients.

The DBA course is a three-year full-time programme. Over the three years, you will acquire knowledge and skills in core business fundamentals, such as business analytics and design thinking. These skills together with other business and option modules will

equip and prepare you for your industry projects and internship.

With its international focus, DBA will enhance your global understanding necessary to address the challenges of our dynamic and interdependent world.

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

The skills gained upon completion of DBA will allow you to develop in your career. Many promising career opportunities await you! With the advantage of a broad-based curriculum, DBA prepares you for exciting careers in business which may stretch across any sector or industry. Your career options are therefore boundless.

Jobs directly related to your diploma include:

- Business Development
- Marketing
- Operations Management
- Logistics and Supply Chain Management

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



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 CORE MODULES

- Business Analytics
- Business Operations & Processes
- Financial Analysis and Management
- Financial & Management Accounting
- Service Experience & Innovation
- Social Innovation Project
- Education and Career Guidance 2
- General Education 3

SECOND YEAR SPECIALISATION MODULES

Marketing Management Option Modules

- Brand Management
- Consumer Psychology
- Customer Service and Sales Management
- Marketing Intelligence and Research
- Retail Management

Operations Management Option Modules

- E-Commerce & Technology
- Enterprise Business Processes
- Global Supply Chain Management
- International Trade Operations
- Logistics Operations

Entrepreneurship Option Modules

- Business Innovation & Process
- Business Opportunity
- Digital Marketing
- Market Feasibility and Branding
- Start-up Finance

THIRD YEAR CORE MODULES

- Business Law
- Communicating for Professional Effectiveness
- Global Business Environment
- Human Resource Management

THIRD YEAR SPECIALISATION MODULES

Marketing Management Option Modules

- Applied Industry Project
- Digital Marketing
- Internship Programme
- Marketing Communications
- Service Learning Practicum & Operations Tool Kit*

Operations Management Option Modules

- Applied Industry Project
- Internship Programme
- Project & Change Management
- Service Learning Practicum & Marketing Tool Kit*
- Services Operations

Entrepreneurship Option Modules

- Entrepreneurship Practicum
- Leadership & Project Management

* Prescribed Elective



“DBA provides students with the perfect avenue to discover their interests. In the second year of studies, besides gaining more in-depth business fundamentals students will start specialising in their chosen option – be it Marketing, Operations or Entrepreneurship. In the final year of studies, students gain practical skills and industry insights through applied industry projects and internship. DBA gave me the skills and attitude necessary to become an adept individual in today’s business environment.”

Laura Anne Lau

DBA Gold Medallist, Class of 2016