



# INTERNATIONAL STUDENT PROSPECTUS

SINGAPORE 2017







Welcome to Kaplan	02	Murdoch University	23
Living and Studying in Singapore	03	Northumbria University	45
Kaplan City Campuses and Facilities	05	Royal Holloway University of London	47
Student Clubs	07	University of Portsmouth	48
Student Testimonials	08	University of Essex	49
The Kaplan Residences	09	Admission Criteria	50
Our University Partners	11	Programme Overview	53
Kaplan Higher Education Academy	13	Programme List 2017	55
University College Dublin	21	Programme Index	57

Featured Staffs and Students:  
Adinda Magdalena, Asad Parvez Kadegaonkar, Eric Rawing,  
Kim Bokyeum, Le Hai Nhi, Lee Yena, Nguyen Toan Thien,  
Shin Yulbeg, Stephen Sanjay Das, Vignesh Sasidar

## WELCOME TO KAPLAN



Mr. Leon Choong  
President, Kaplan Singapore

Kaplan's vision is to become Singapore's "Private Education Institute of Choice". We are committed to helping our students achieve their career and educational goals through lifelong learning opportunities.

Through excellence in teaching and learning, Kaplan always aims to do the very best for our students. Our frequent accolades are testament to that ideal. Kaplan was conferred a record of 9 awards at the JobsCentral Learning Training and Education Development (T.E.D.) Awards 2016, making us Singapore's "Best Private Education Institute" in the selected categories by entity.

On top of this, we have been voted amongst the Top 3 Best Private Schools in Singapore by the AsiaOne People's Choice Awards from 2013 to 2016.

In developing new ideas, encouraging life-long learning and promoting lasting knowledge, we are creating a unique environment where students can be inspired to excel in their chosen course of study. Education is an invaluable investment and I encourage you to explore Kaplan and find out more about what we can do for your educational and career goals.

**Mr Leon Choong**  
President, Kaplan Singapore





Singapore has the reputation as a highly safe and secure country. The city is one of the cleanest and greenest cities in the world, with a world-class public transport system and healthcare services. This multi-racial and cultural city has also delighted visitors with its diverse cultural heritage. Known as a food paradise, Singapore will not disappoint in terms of food choices from affordable hawker fare to restaurants serving international cuisines. Singapore is ever changing with plenty of attractions and leisure activities to entertain and enlighten visitors to the city.

### The Education Hub

Located in the heart of Asia, Singapore is easily accessible to international students. English is the main language for communication, affording ample

opportunities for students to improve their English and interact with Singaporeans across cultural and racial diversity.

This dynamic global city offers many avenues for students to pursue knowledge, from public facilities, such as libraries and research centres, to the many world-class events organised here, such as international business conferences.

As a leading centre for finance and business, Singapore boasts one of the best business environments in Asia. The city is an important Asian hub for various industries in finance, the arts and sciences, offering plenty of employment opportunities.

Kaplan students in Singapore learn, live and play in this vibrant and progressive city, with the assurance that their education is of the highest standards.



Joo Chiat Road



Esplanade



Gardens by the Bay



Haji Lane



Little India



Sentosa



River Safari



## Welcome to Kaplan

Kaplan in Singapore is part of Kaplan Inc., one of the world's most diverse education providers and is the largest subsidiary of Graham Holdings, formerly The Washington Post Company. Its three entities in Singapore, namely Kaplan Higher Education Academy, Kaplan Higher Education Institute and Kaplan Learning Institute (comprising Kaplan Financial and Kaplan Professional) serve more than 30,000 learners from across 30 countries worldwide and it's the only education provider in Singapore to be awarded the 4-year Edutrust certification for all three of them.

## Award Winning Private Education Provider in Singapore



### JobsCentral Learning, Training & Education Development (T.E.D.) Awards 2016

- Best Private Education Institution for Business Management^^
- Best Private Education Institution for Computer Science & IT^
- Best Private Education Institution for Communications & Media^
- Best Private Education Institution for Marketing^^
- Gold Standard Service Provider for Accountancy^^
- Gold Standard Service Provider for Hospitality & Tourism^
- Best Corporate Training Provider for Leadership\*\*
- Best Corporate Training Provider for Computer Science & IT\*\*
- Best Corporate Training Provider for Finance Management\*\*



### AsiaOne People's Choice Awards

- Top 3 Best Private Schools in Singapore 2016
- Top 3 Best Private Schools in Singapore 2015
- Top 3 Best Private Schools in Singapore 2014
- Top 3 Best Private Schools in Singapore 2013
- Top 3 Best Private Schools in Singapore 2010
- Top 3 Best Private Schools in Singapore 2009

### Reader's Digest Trusted Brands Asia 2015

- Private Higher Institution (Gold Award)



### JobsCentral Learning and Rankings Survey 2013/14, 2013/2012, 2012/2011, 2011/2010

- Preferred Private Education Institutions (Overall) 1<sup>st</sup> (Year 2012 and 2013), 2<sup>nd</sup> (Year 2010 and 2011)
- Preferred Private Education Institution for a Bachelor's Degree 1<sup>st</sup> (Year 2012 and 2013), 2<sup>nd</sup> (Year 2010 and 2011)
- Preferred Private Education Institution for a Post-Graduate Degree 1<sup>st</sup> (Year 2012), 2<sup>nd</sup> (Year 2011 and 2013)
- Preferred Private Education Institution for a Diploma/Advanced Diploma 1<sup>st</sup> (Year 2010, 2012 and 2013), 2<sup>nd</sup> (Year 2011)



### HRM Asia Reader's Choice Awards 2016<sup>1</sup>

- Winner of Best Corporate Learning and Development Provider



### HRM Asia Reader's Choice Awards 2015<sup>1</sup>

- Winner of Best Corporate Leadership Programme

## Conveniently Located and Connected

Located right in the heart of the city, Kaplan's two city campuses are within walking distances from 5 MRT stations across all major train lines. All campuses are also equipped with state-of-the-art classrooms, wi-fi, study and relaxation lounges, food and beverage outlets and easy access to comprehensive library resources.

## Studying at Kaplan Higher Education Academy

Kaplan Higher Education Academy (KHEA) offers a variety of more than 200 full-time programme choices across seven disciplines. The disciplines covered include Accounting and Finance, Business and Management, Communication and Media, Hospitality and Tourism Management, Humanities and Social Sciences, Information Technology and Law.

ENTRY TO OVER  
**200** DEGREE  
PROGRAMMES

CHOOSE FROM MORE THAN  
**25** DIPLOMAS

POSSIBLE COMPLETION OF  
**8** MODULES IN  
MONTHS\*

HEART OF THE CITY  
NEAR **5** MRT  
STATIONS

Awarded to Kaplan in Singapore by JobsCentral Learning, Training & Education Development (T.E.D.) Awards 2016. The award is conferred based on stringent assessment by an esteemed panel of judges consisting of industry experts, and voting by members of the public.

^ Awarded to Kaplan Higher Education Academy ^^ Awarded to Kaplan Higher Education Institute

\* Subject to course duration and meeting entry requirements \*\* Awarded to Kaplan Learning Institute

<sup>1</sup> Awarded to Kaplan Professional, part of Kaplan Learning Institute



Reception Area, Kaplan @ PoMo



Study Area, Kaplan @ PoMo



Courtyard, Kaplan @ PoMo



PC Lab, Kaplan @ Wilkie Edge



The Synergy Pod, Kaplan @ PoMo



Library, Kaplan @ PoMo



## STUDENT CLUBS



### KAPLAN STUDENT COUNCIL (KSC)

The Kaplan Student Council (KSC) is made up of students from diverse nationalities. KSC members are effectively student ambassadors. Within the Kaplan Student Council, there are various interest clubs and international community clubs for students to experience their interests with their fellow members and to feel at home with their friends from the same community.



### Kaplan Public Speaking Club

Kaplan Public Speaking Club is open for students who wish to improve their public speaking skills. Like-minded members can work together to further develop their confidence and communication skills.



### Kaplan Student Club for Information Systems and Technologies (SCIST)

Kaplan Singapore SCIST is an IT club for all Kaplan students who are passionate in IT and want to enhance their learning experience in an interactive way.



### Kaplan Dance Club

The Kaplan Dance Club (KDC) was created to spread appreciation and passion for the art of dance to the Kaplan student community. Students are offered performance opportunities to fulfil their personal motivation and gain performing experience.



### Kaplan Photography Club

The Kaplan Photography Club is a gathering point for all photography enthusiasts studying in Kaplan, to come together to share tips on improving photographic and editing skills, at workshops and outdoor shoots.



### Kaplan Football Club

The Kaplan Football Club named the Kaplan Elites is made up of students of various nationalities who are interested in soccer. Players meet up on a weekly basis to hone their skills together, in a drill and kick-about session.



### Kaplan Hero Club

Kaplan HERO (Help Everyone and Reach Out) Club is made up of staff and students of Kaplan looking to participate in community service. Through volunteering, they hope to make a difference in people's lives.



### Kaplan SG Badminton Club (KSBC)

The Kaplan SG Badminton Club brings together like-minded students interested in Badminton. The club meets on a weekly basis for some sparring action.



### Kaplan Basketball Club

Better known as the Kaplan Knights, the Kaplan Basketball Club is made up of a diverse group of local and international students who are interested in Basketball. The club members train together every Monday evening.



### Korean International Students Society @ Kaplan (Kiss-K)

Kiss-K is a community group to guide, bond and unite Korean students at Kaplan. The club primarily takes care of the welfare of Korean students studying in Kaplan by organising frequent events, gatherings and fun activities.



### Chinese Student International (CSI) Club

Chinese Students International Club (CSI) is formed with the aim of bringing Kaplan students from China together. The club host various social and cultural activities throughout the year.



### Kaplan Vietnamese Community (VNCK) Club

VNCK is a community network of Vietnamese students studying in Kaplan. Since its founding, the club has held many activities to unite and support Vietnamese students in both aspects of their lives and studies.



### Pelajar Indonesia @ Kaplan (PELIKAN)

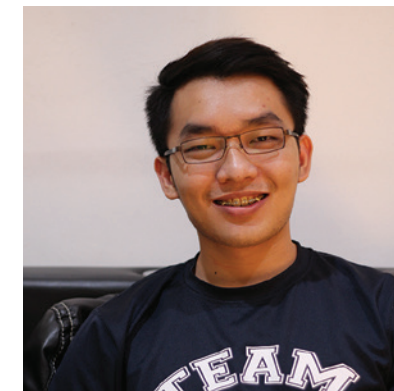
PELIKAN is an active Indonesian student community group at Kaplan. The club aims to be the connecting platform that unites and strengthens the bond of Indonesian students studying in Kaplan Singapore.

## STUDENT TESTIMONIALS



**Chalot Chaiwongkham, Thailand**  
Bachelor of Business in Finance and Management, Murdoch University (2017)

I was recommended by my friends to study at Kaplan due to its reputation as a top ranked private school in Singapore. The lecturers always provide sound advice and the blended learning system offered by Murdoch University ensures I get ample of time to plan my schedules and do my own revision. Upon graduation, I will be returning home to work at my family's business using the finance knowledge I have gained in my education with Kaplan.



**Wong Chee Leong, Malaysia**  
Bachelor of Business Studies (Honours) in Finance, University College Dublin (2017)

I chose to study Finance at University College of Dublin (UCD) with Kaplan due to the University's recognition as a triple-crown accredited institution. The lecturers are friendly and approachable and lessons are conducted in small class sizes. I also volunteered to be a student leader with Malaysian Elites, a Malaysian society within Kaplan. Being a student leader gives me a sense of fulfilment and has allowed me to build up my leadership skills.



**Aimjit Ponwatparisorn, Thailand**  
Bachelor of Business Studies (Honours) in Management, University College Dublin (2017)

Studying at Kaplan has exposed me to the school's unique and diverse international community. Regardless of age and nationality, I was able to make many friends and use English as the main language to communicate with them. The lecturers at Kaplan are also very supportive and encouraging. The theories and case studies we learn in class could be applied in our assignments, presentations and exams.



**Raj Umesh Chudasama, Kenya**  
Diploma in Commerce (Business Administration), Kaplan Higher Education Academy (2017)

Kaplan provides many resources for their students. Campus life is very unique and the staff of Kaplan are always there to assist students' needs. With my Diploma from Kaplan, I hope to pursue a career in the management field.



**Olivia Lin Xi, China**  
Bachelor of Arts (Honours) in International Hospitality and Tourism Management, Northumbria University (2017)

Enrolling to study International Hospitality and Tourism Management with Northumbria University in Kaplan has been my goal. Besides studying about the Tourism industry, I have also gained knowledge in finance and marketing. Kaplan also ensures students are well taken care of. The lessons are all well planned to ensure we get ample time to do our own revision.



**Zhang Lin Liu Chang, China**  
Director of Sales, Holiday Inn Express, Chengdu  
Bachelor of Business Studies (Honours) in Marketing, University College Dublin (2013)

Studying at Kaplan was a great experience. The lecturers conduct interactive lessons using videos, case studies and group work, ensuring we get an all-rounded education. The knowledge we have gained also helped to build up a solid foundation to launch our careers.



# THE KAPLAN RESIDENCES



Located at 1A Short Street, Kaplan Accommodation at Short Street is located just opposite the Kaplan City Campuses (PoMo and Wilkie Edge). It is the ideal location for accommodation given its proximity to the city centre with accessibility to amenities for everyday convenience.

The Student Hostel is well-connected by numerous buses and MRT stations, and numerous food options at nearby food centres, coffee shops, supermarkets and 24-hour convenience store, all within walking distance from the residence.

## Facilities

Students can look forward to immediately settling in. The Quad room (4-pax sharing) has:

- Double-decked bed (mattress and bed linen provided)
- Personal wardrobe

- Individual study area
- Mini fridge
- Wi-Fi connection
- Air Conditioning

For students who enjoy having meals with fellow residents, there is a large dining area for a communal experience.

Students looking for a place to relax after a hard day in school can find a Café and restaurants within the premises on the ground floor.

Laundry services are also available via coin-operated washing machines and dryers for the convenience of our students.

Full-time housekeepers ensure housekeeping is regularly done. There is general cleaning weekly where rooms will be cleaned twice a week. Common bathrooms and toilets are cleaned every 2 hours.

Packages	Application Fee	Deposit	Hostel Fee	Total
<b>Package A^</b> 2-month Contract	\$168	\$660	\$1,320	\$2,148
<b>Package B^</b> 4-month Contract	\$168	\$640	\$2,560	\$3,368
<b>Package C</b> Short Stays (1 month and lesser)	\$84	-	\$35/day	\$84 + Hostel Fee Per number of days subject to a cap of \$660

^Complimentary Airport Pickup service is available for Packages A and B.





# OUR UNIVERSITY PARTNERS

At Kaplan, we continuously forge deeper relationships with international university partners to offer new programmes and specialised academic track options. Kaplan's university partners offer advanced standing to our students, allowing you to articulate directly to a Bachelor's Degree programme. Our list of renowned university partners include:



With over 160 years of history, University College Dublin is one of Europe's leading research-intensive universities; an environment where undergraduate education, masters and PhD training, research, innovation and community engagement form a dynamic spectrum of activity.

- UCD College of Business holds the prestigious Triple Crown accreditations from AACSB, EQUIS and AMBA
- Ranked in the Top 1% of Universities Worldwide (*Times Higher Education World Universities Ranking 2016/2017*)
- UCD College of Business is ranked 29<sup>th</sup> in Europe (*Financial Times Ranking 2016*)



As one of Australia's leading universities, Murdoch University in Perth, Australia, is a progressive, dynamic and modern institution with more than 22,000 students and 2,000 staff from across 90 different countries. The University also holds an international reputation for quality teaching excellence, research and student satisfaction.

- Ranked in the World's Top 100 Universities under 50 years old (*Times Higher Education 2016 - Top 150 global universities under 50 years old*)
- Ranked in the World's Top 100 Most International Universities (*Times Higher Education World University Rankings 2016 - Top 200 Most International Universities*)



Established in 1880, Northumbria University boasts an illustrious history of more than 135 years. The University is a research-rich and business-focused institution with a global reputation for academic excellence.

- Awarded "Business School of the Year" (*Times Higher Education Awards 2015*)
- Achieved double ACCSB accreditation for Business and Accounting programmes (*Association to Advance Collegiate Schools of Business (AACSB)*)
- Ranked 5<sup>th</sup> for education in the UK (*The Guardian University Guide 2017*)



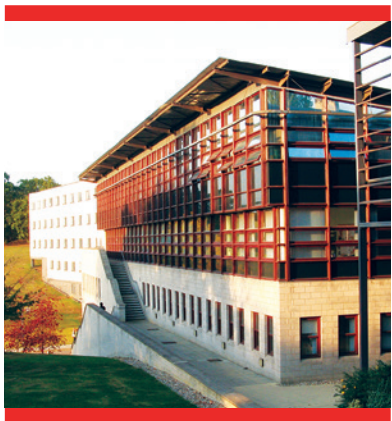
Royal Holloway, University of London is one of the UK's leading research intensive universities covering a broad range of subjects spanning the arts and humanities, sciences, social sciences, management and economics. Our academics are able to provide analysis, opinion and expertise on a wide range of research areas and current affairs.

- Ranked 27<sup>th</sup> overall in the UK (*Times Higher Education World University Rankings 2016/17*)
- Ranked 173<sup>rd</sup> in the World (*Times Higher Education World University Rankings 2016/17*)
- One Honours Degree with two specialisations giving you the competitive edge



The University of Portsmouth is a leading modern university with a strong reputation for teaching and research. The University is also recognised as a top university when it comes to student satisfaction.

- Ranked Top 50 University (*The Guardian University Guide 2016/2017*)
- Ranked in the World's Top 100 Universities under 50 years old (*Times Higher Education Top 100 under 50 Rankings 2017*)
- Ranked 36<sup>th</sup> in Accounting & Finance (*The Complete University Guide 2016*)



University of Essex's founding principles is to be daring and different. The University continuously explores new ways of thinking and research which informs policy and changes lives. The programmes are designed by world-leading academics and practitioners to solve real-world business challenges.

- Ranked Top 30 in UK (*The Times and Sunday Times Good University Guide, 2017*)
- Ranked 2<sup>nd</sup> Most International University in the UK and 18<sup>th</sup> in the World (*Times Higher Education World University Rankings, 2017*)
- Accredited and recognised by various professional bodies: ACCA, CABS, CFA, CIMA, ICAEW



DIPLOMA IN PROFESSIONAL BUSINESS ENGLISH (PBEP)

The Diploma in Professional Business English programme (PBEP) offered by Kaplan Higher Education Academy is designed to develop non-native English speakers' English language skills in preparation for successful entry into their mainstream academic programme of study.

Students who are unable to meet the English proficiency entry standards for Kaplan Diploma programmes are required to take the PBEP and attain at least a passing grade.

PBEP concentrates on developing the skills students will need to become a successful and confident language user by using authentic reading passages and unscripted recordings, and exposing students to real English as it is being used around the world today. With purposeful integration of critical thinking, students will be able to develop strategies for success both in and out of the classroom.

Students are assessed regularly with unit tests, writing assignments, oral presentations, listening practice tests and a final examination. Participation and classroom use of English are also taken into consideration.

Learning Outcomes

As skills are developed throughout the programme, students are able to:

- Integrate confidently into an English speaking environment
- Discuss events from newspapers, radio or TV with friends and work colleagues
- Talk confidently about work, travel and study plans
- Argue a case in both written and spoken English
- Talk and write about business matters
- Arrange and take part in interviews
- Communicate effectively in formal and informal writing
- Give presentations on a broad range of topics

After completion, students are expected to be able to understand lectures for their academic subjects, analyse examination questions and provide appropriate answers.

Progression Chart		
Entry Requirement	PBEP Levels	Estimated Duration
TOEFL IBT below 10 or below IELTS 2.0 (all bands 1.5 or above)	Level 1 Beginner	2 Months
TOEFL IBT 10 or IELTS 2.0 (all bands 2.0 or above)	Level 2 Elementary	2 Months
TOEFL IBT 20 or IELTS 3.0 (all bands 2.5 or above)	Level 3 Pre-Intermediate	2 Months
TOEFL IBT 40 or IELTS 4.0 (all bands 3.5 or above)	Level 4 Intermediate	2 Months
TOEFL IBT 60 or IELTS 5.0 (all bands 4.5 or above)	Level 5 Upper-Intermediate	2 Months

CERTIFICATE IN FOUNDATION STUDIES

Certificate in Foundation Studies (CFS) is a foundation programme for students who do not meet the minimum entry requirements needed for full time Kaplan Diploma study.

Programme Structure

3 units completed in 2 months

- English for Academic Purposes
- Critical Thinking
- Mathematics

Entry Requirements

- Completion of Year 10 of Studies or equivalent
- Completion of less than Year 10 of Studies (to be taken into consideration if it is an official completion of high school education in student's country of origin)
- Other private or foreign qualifications (to be assessed based on equivalence to GCE O-Level Examinations)

English Entry Requirements

- IELTS 5.5 or equivalent
- Minimum 1 pass for GCE O-Level (Grade C6 and above in any subject conducted in English)
- Successful pass of Kaplan English Placement Test
- Successful pass of Kaplan Diploma in Professional Business English (PBEP) Level 5



## DIPLOMA IN COMMERCE

- Business Administration
- Finance and Banking
- General Studies
- Hospitality and Tourism Management
- Human Resource Management
- Logistics and Supply Chain Management
- Marketing Management

The Diploma in Commerce is a pathway programme designed to fulfill the requirements of many first-year Business Bachelor's Degree programmes. Upon completion of their Kaplan Diploma, students can continue to pursue a Bachelor's Degree awarded by our university partners at Kaplan in Singapore.

### Programme Structure

4 core modules; students either choose 1 of the 6 specialisations or General Studies; to be completed in 8 months.

### Core Modules

- Introduction to Management
- Accounting for Managers
- Quantitative Analysis
- Economics I

### Business Administration

This specialisation addresses key concepts and knowledge for entry into the business world. Students learn marketing and communication strategies to integrate well into the workforce.

- Issues in International Business
- Personnel Management
- Project Management
- Marketing Principles

### Finance and Banking

This specialisation equips students to communicate, analyse and handle general business management functions within organisations. Students study qualitative and quantitative subjects, and develop basic skills required for successful careers in a chosen area.

- Corporate Finance
- Financial Reporting and Analysis
- International Finance
- Principles of Banking and Finance

### General Studies

This specialisation allows students to undertake a general Diploma in Business and Commerce.

- Business Information Systems
- Commercial Law
- Marketing Principles
- Principles of Banking and Finance

### Hospitality and Tourism Management

This specialisation equips students with hospitality and tourism-related concepts. Incorporating creative learning with interactive lessons, students are exposed to practical opportunities to understand these industries.

- Tourism Systems
- Commercial Law
- Food and Beverage Operations Management
- Marketing Principles

### Human Resource Management

This specialisation provides students an understanding of major issues in industrial relations, human resource functions, training and development, and human resources' role in helping an organisation achieve its goals.

- Labour Management Relations
- Personnel Management
- Training and Development
- International Human Resource Management

### Logistics and Supply Chain Management

This specialisation emphasises an understanding of logistics and supply chain management in the global context. Students acquire fundamental skills in strategic logistics planning, precision management and process control.

- Principles of Logistics Management
- Supply Chain Management
- Purchasing Management
- Transportation and Distribution Management

### Marketing Management

This specialisation provides a broad understanding of marketing management in association with environmental factors, consumer behaviour, market influences to formulate effective marketing strategies.

- International Marketing
- Marketing Communications
- Consumer Behaviour
- Marketing Principles

## UNDERGRADUATE PATHWAYS

Diploma Graduates may choose to pursue Bachelor's Degrees in the following areas:

- Business Management
- Business Economics
- Finance
- Hospitality and Tourism
- International Marketing
- International Trade
- Investments
- Logistics
- Marketing

## DIPLOMA IN ACCOUNTANCY

This programme is designed to provide students with a solid foundation in accountancy concepts, practices and skills. The Diploma will prepare students with sound knowledge and skills for further study at Degree level.

### Programme Structure

8 units completed in minimum 8 months

- Financial Accounting
- Management Accounting
- Principles of Banking and Finance
- Commercial Law
- Quantitative Analysis
- Business Information Systems
- Economics I
- Introduction to Management

## DIPLOMA IN BUSINESS AND INFORMATION MANAGEMENT

This programme introduces students to how data and information are organised and used in companies today, equipping them with essential skills in business statistics, information systems and database management to deal with large amounts of data.

### Programme Structure

8 units completed in minimum 8 months

- Quantitative Analysis
- Introduction to Management
- Accounting for Managers
- Principles of Information Systems and Data Management
- Introduction to Database Design and Development
- Introduction to Multimedia and the Internet
- Project Management
- Introduction to Computer Science

## DIPLOMA IN BUSINESS AND LAW

This programme equips students with a broad understanding of businesses and the legal frameworks within which they operate. It provides students the strategic management tools and theoretical concepts to analyse firms in different industries, along with an understanding of human resource management, in order to address diverse legal issues within the local and international context. Students will develop the skills and know-how to prepare legal documents to meet legal needs and formal requirements.

### Programme Structure

8 modules completed in minimum 8 months

- Introduction to Management
- Issues in International Business
- Personnel Management
- Project Management
- Commercial Law
- Land Law and Conveyance
- Legal Research and Writing
- Family Law

Please refer to page 50 for programme entry requirements



## DIPLOMA IN COMPUTER FORENSICS

This programme introduces students to forensic principles and fundamental methodologies of designing and analysing security critical systems, in an age where companies and organisations increasingly rely on digital systems to store, communicate and transact sensitive data.

### Programme Structure

8 units completed in minimum 8 months

- Computational Mathematics and Computer Architecture
- Introduction to Computer Science
- Introduction to Data Communications
- Introduction to Database Design and Development
- Introduction to Multimedia and the Internet
- Principles of Computer Forensics
- Principles of Computer Security
- Principles of Information Systems and Data Management

## DIPLOMA IN COUNSELLING

This programme is designed to provide students with a solid foundation in counseling concepts, practices and skills. The Diploma will prepare students with sound knowledge and skills for further study at degree level.

### Programme Structure

8 units completed in minimum 8 months

- Foundational Psychology
- Counselling Theories
- Counselling Skills
- Counselling Ethics
- Career Counselling
- Group Counselling
- Conflict Management
- Crisis Intervention

## DIPLOMA IN EVENTS MANAGEMENT

This programme is designed to provide students with a solid foundation to thrive within the highly competitive events space. The Diploma will prepare students with the skills to plan and execute events as well as address issues within the tourism and events industry.

### Programme Structure

8 units completed in minimum 8 months

- Introduction to Management
- Tourism Systems
- Marketing Principles
- Commercial Law
- Project Management
- Advertising and Public Relations
- Event Sponsorship and Promotions
- Event Planning and Operations

## DIPLOMA IN INFORMATION TECHNOLOGY

This programme introduces students to realities of working in info-communication technologies in the knowledge-based economy. The programme introduces students to subjects including computer science, data communications, computer and information systems, data management and multimedia.

### Programme Structure

8 units completed in minimum 8 months

- Introduction to Computer Science
- Introduction to Data Communications
- Introduction to Programming using Java
- Computational Mathematics and Computer Architecture
- Fundamentals of Computer Systems
- Introduction to Multimedia and the Internet
- Principles of Information Systems and Data Management
- Introduction to Database Design and Development

## DIPLOMA IN LEGAL STUDIES

The programme introduces students to Paralegal Studies and equips them with basic skills in legal research and writing, allowing them to analyse case studies and prepare legally binding documents. Students will acquire a sound knowledge of law and its practice to effectively support legal practitioners.

### Programme Structure

8 modules completed in minimum 8 months

- Commercial Law
- Criminal Law
- Family Law
- Intellectual Property Law
- Introduction to Singaporean and International Legal Systems
- Law of Tort and Civil Obligation
- Property Law and Conveyance
- Wills and Estates

## DIPLOMA IN MASS COMMUNICATION

This programme encompasses all essential skills needed for Mass Communication. It educates students on the impact of technology on the communication industry, as well as the role, importance and techniques of effective communication in both consumer and industrial markets. Students will develop the skills to apply appropriate tools and techniques for the promotion of both goods and services.

### Programme Structure

8 modules completed in minimum 8 months

- Introduction to Management
- Introduction to Mass Communication
- Marketing Principles
- Research Project
- Advertising and Public Relations
- Journalism and Ethics
- Social and New Media
- Contemporary Smartphone Video Production

## DIPLOMA IN PROPERTY MANAGEMENT

This programme is designed for students who are interested to work within the Property Management industry in the areas of sales or management. Students will learn core management and marketing skills. They will then obtain an understanding of the core aspects of property management, including legal, facilities management and investment considerations.

### Programme Structure

8 units completed in minimum 8 months

- Accounting for Managers
- Facilities Management
- Introduction to Management
- Introduction to Property Management
- Legal Aspects of Property Management
- Marketing Principles
- Project Management
- Property Portfolio Management

Please refer to page 50 for programme entry requirements



## PREPARATORY COURSE FOR SINGAPORE - CAMBRIDGE GCE O-LEVEL EXAMINATION

This preparatory programme prepares students for the Singapore-Cambridge GCE O-Level Examinations. Upon completion of the examinations, students could progress to various pathways including Kaplan Diploma, Singapore's junior colleges or polytechnics and Kaplan International Colleges (KIC). Students attend interactive classes taught by experienced lecturers.

### Programme Structure

7 modules completed in 12 - 24 months

#### Compulsory Modules

- English
- Mathematics
- Physics
- Additional Mathematics
- Principle of Accounts

#### Optional Modules

- Chinese
- Geography

### School Hours

- Mon to Fri, 8.30am to 3.15pm
- Session 1: 8.30am to 10.00am
- Session 2: 10.00am to 11.30am
- Session 3: 12.15pm to 1.45pm
- Session 4: 1.45pm to 3.15pm
- Session 5: 3.15pm to 4.45pm\*
- Session 6: 4.45pm to 6.15pm\*

\* For some subjects and scheduled supplementary classes

Teachers may add extra revision classes in the free evening slots, if necessary.

For students who enter in January, there will be extra classes conducted during S5 and S6 in the first term (Jan to Mar).

	Mon	Tue	Wed	Thu	Fri
S1	ENG	PHY	ENG	PHY	MATH
S2	MATH	ENG	MATH	ENG	ENG
S3	ENG	MATH	ENG	AMATH	AMATH
S4	PHY	ENG	PHY	POA	POA
S5	*ENG	GEO	*ENG	GEO	POA
S6	*ENG	GEO	*ENG	GEO	

A sample time-table for a typical week

Chinese - 5 S5 and S6 slots in April and May

Time-table varies in terms of number of slots per subject during the week but students will have classes S1, S2, S3 and S4, Mon to Fri and S5 and S6 on certain days.

### Term Breaks

- 1-week break in December (Christmas and New Year)
- 1-week break in January/February (Chinese New Year)
- 1-week break in March (Term Break)
- 2-week break in June (Term Break)

### Certificate Awarded

Candidates who obtained at least a Grade 6 or better in one or more subjects will receive a Singapore-Cambridge General Certificate of Education (Ordinary Level) from SEAB. Kaplan will also confer students a Certificate of Attendance for those who meet the attendance requirements.

### Entry Requirements

- Completion of Year 9 of Studies or equivalent
- IELTS 5.5 or completion of Diploma in Professional Business English Programme (PBEP) Level 5 or equivalent
- Minimum Age: 15 years old as of 1st Jan of the year of GCE O-Level examinations

## DEGREE EXPERIENCE PROGRAMME (DEP)

The Degree Experience Programme (DEP) allows students a chance to experience 4 university programmes, guiding them to make an informed choice on which degree programme to pursue.

Students will attend selected lessons taught by on-campus lecturers, and experience mock assignments, presentations and class activities. 2 modules from each university's degree programme will be offered. Students will try out sample assignment topics and final exams, learn to do referencing and citation for assignments, as well as understand the respective university's grading system and programme assessment methods.

### Programme Structure

8 modules completed in 48 hours

### Participating Universities

Northumbria University

- Newcastle Business School was awarded "Business School of the Year" (Times Higher Education Awards 2015)

Royal Holloway, University of London

- 27<sup>th</sup> overall in the UK (Times Higher Education World University Rankings 2016/17)

University College Dublin

- Ranked in the Top 1% of Universities worldwide (Times Higher Education World Universities Ranking 2016/2017)

University of Portsmouth

- Degree designed to allow for F1 to F9 exemptions from ACCA

## ENGLISH EXPERIENCE PROGRAMME (EEP)

The English Experience Programme (EEP) is designed to help international students improve their English in just 3 weeks while experiencing student life in Singapore.

Students will study on site at Kaplan's city campuses, while participating in interactive lectures and oral presentations to improve their general English language skills. Students will be awarded with a Certificate of Participation upon completion of the programme.

### Programme Structure

3 Weeks

## STUDY TOUR

The Study Tour programme allows international students to experience customised English lessons in Singapore while enjoying a vacation. The programme's commencement and duration can be tailored according to the request of each group of students, at a minimum of 15 study hours. Students can also choose to request for optional tours that will bring them to local attractions. They will be awarded with a Certificate of Participation upon completion of the programme.

### Programme Structure

To be advised





BACHELOR OF BUSINESS STUDIES (HONOURS) (TOP-UP)

- Banking and Wealth Management
  - Business with Law
  - Finance
  - Human Resource Management
  - Information Management
- Logistics and Supply Chain Management
  - Management
  - Marketing
  - Project Management

This programme provides students with a strong conceptual and practical understanding of business and management. Students develop important technical, knowledge-application, communication, team-building and leadership skills consistent with the changing needs of modern day businesses.

Programme Structure

8 core modules; students specialise by choosing 4 pathway modules. The duration of the programme is as follows:

STAGE 1	Exemption granted due to accredited prior learning
STAGE 2	One academic year (min. 9 months)
STAGE 3	One academic year (min. 9 months)

Core Modules

- Human Resource Management
- Economic Policy and the Global Environment
- Marketing Management
- Cross Cultural Management
- Management of Organisations
- Data Analysis for Decision Makers
- Business Strategy
- Operations Management

Pathway Modules:

Banking and Wealth Management

- Accounting Information for Managers
- Banking and Finance
- Wealth Planning and Management
- Investment and Portfolio Management

Business with Law

- Company Law
- Commercial Law
- Contract Law
- Law in Business

Finance

- Corporate Financial Management
- Accounting Information for Managers
- Investment and Portfolio Management
- Treasury and Risk Management

Human Resource Management

- Management Practice
- Managing Diversity in Employment
- International Human Resource Management
- Human Resource Development

Information Management

- E-Business Infrastructure and Applications
- Strategic Enterprise Systems Management
- Business Analytics
- Management Information Systems

Logistics and Supply Chain Management

- Supply Chain Management
- Project Management
- Global Logistics
- Supply Chain Planning and Control

Management

- Project Management
- Global Business
- Organisational Knowledge, Creativity and Innovation
- Entrepreneurship and Innovation

Marketing

- Consumer and Buyer Behaviour
- Global Marketing
- Strategic Marketing Management
- Marketing Communications and Digital Marketing

Project Management

- Business Ethics
- Leadership and Change Management
- Global Operations and Supply Chain Management
- Project Analytics

Please refer to page 50 for programme entry requirements

MASTER OF SCIENCE IN FINANCE

This programme is designed for managers and professionals wishing to advance their education and careers in different business and management areas. The programme promotes progressive learning and development of transferable business skills through an understanding of theoretical frameworks in management, creative application of these frameworks to questioning and interpreting business practice and problem solving, and development of interpersonal, leadership and communication skills.

Programme Structure

7 modules with 2 research papers to be completed in a minimum of 12 months in Singapore

- Organisational Behaviour
  - Global Strategic Management
  - Corporate Financial Management
  - Portfolio and Risk Management
  - Strategic Finance
- Advanced Treasury Management
  - Derivatives Securities
  - Research Paper 1\*
  - Research Paper 2\*

\* Research Paper 1 will be completed over the first 6 months of the programme and Research Paper 2 will be completed over the last 6 months of the programme. Pathway Module 4 only required for students taking finance programme.

MASTER OF SCIENCE IN MANAGEMENT

The Master of Science (MSc) is designed for managers and professionals wishing to advance their education and careers in different business and management areas. The programme promotes progressive learning of general management and specialist knowledge, and development of transferable business skills, imperative for success in senior and top management positions in today's rapidly changing business environment.

Through the programme, students will gain an understanding of theoretical frameworks in management, and the creative application of these frameworks to questioning and interpreting business practice, problem solving and improvement of leadership and communication skills.

Programme Structure

6 modules with 2 research papers completed in a minimum of 12 months in Singapore

- Organisational Behaviour
  - Global Strategic Management
  - Corporate Financial Management
  - Managing Organisational Change
- Planning and Decision Making Techniques
  - Project Management
  - Research Paper 1\*
  - Research Paper 2\*

\* Research Paper 1 will be completed over the first 6 months of the programme and Research Paper 2 will be completed over the last 6 months of the programme. Pathway Module 4 only required for students taking finance programme.

Please refer to page 50 for programme entry requirements



## BACHELOR OF BUSINESS

- Accounting and Banking
- Accounting and Business Law
- Accounting and Economics
- Accounting and Finance
- Accounting and Management
- Accounting and Marketing

This programme will offer students an understanding of accounting as an integral part of the management process in businesses or public enterprises. It also looks at how accounting is used to evaluate and control aid when evaluating the effectiveness and efficiency of operations of an enterprise and employee performance.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme between 16 - 20 months based on recognition of prior learning.

### Accounting

The programme will help students gain an understanding of using accounting data in making capital investment decisions, including acquisition and sale of shares, money lending and provision of goods on credit.

- Technology and Accounting Processes
- Corporate Finance\*
- Management Accounting
- Contemporary Financial Accounting
- Accounting Theory and Accountability
- Company Law\*\*
- Auditing
- Taxation

### Double Major Options:

#### Accounting and Banking

The programme focuses on various aspects of banking, including government regulation and directives, credit and liquidity risk management, the high debt within the capital structures of financial institutions, and the interest sensitivity of their assets. In addition to Accounting modules, students are required to take the following Banking modules:

- Finance Law\*\*
- Treasury Management
- Corporate Finance\*
- Commercial Banking
- Credit and Lending Decisions
- International Financial Markets and Institutions

### Accounting and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Accounting modules, students are required to take the following Business Law modules:

- Finance Law
- Marketing and Advertising Law
- Workplace Law
- Company Law\*
- Alternative Dispute Resolution
- Taxation\*

### Accounting and Economics

The programme emphasises the application of economic analysis to real world situations. Students are given a solid grounding in fundamental economic analysis and are then able to choose from a wide range of economics elective units to suit their interests and their career intentions.

- Econometrics
- Microeconomics A
- Microeconomics B
- Macroeconomics A
- Macroeconomics B
- International Trade and Development

### Accounting and Finance

The programme covers issues related to corporate finance, treasury management, investment analysis and international finance. In addition to Accounting modules, students are required to take the following Finance modules:

- Finance Law\*\*
- Corporate Finance\*
- Treasury Management
- Investment Analysis
- International Finance
- Derivative Securities

### Accounting and Management

The programme covers the relevant issues, theories and perspectives to prepare students to understand the responsibilities of managers in the 21<sup>st</sup> century. In addition to Accounting modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Knowledge Management
- Strategic Management
- Business Analytics and Decision Making

### Accounting and Marketing

This programme offers an understanding of marketing theories by practical application of processes such as product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Accounting modules, students are required to take the following Marketing modules:

- Services Marketing
- Consumer Behaviour
- Marketing Research and Analysis
- International Marketing
- Strategic Marketing
- Integrated Marketing Communications

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

\*\* Students will take the unit Company Law instead of Finance Law for this Double Major.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements



## BACHELOR OF BUSINESS

- Banking and Business Law
- Banking and Finance
- Banking and Management
- Banking and Marketing

This programme covers the theory and techniques underlying financial management and gives students a working knowledge of the banking and financial system, financial markets and institutions and developments in the financial sector.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Banking

The programme focuses on various aspects of banking, including government regulation and directives, credit and liquidity risk management, the high debt within the capital structures of financial institutions, and the interest sensitivity of their assets.

- Finance Law\*
- Treasury Management
- Corporate Finance
- Commercial Banking
- Credit and Lending Decisions
- International Financial Markets and Institutions

### Double Major Options:

#### Banking and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Banking modules, students are required to take the following Business Law modules:

- Finance Law\*
- Marketing and Advertising Law
- Workplace Law
- Company Law
- Alternative Dispute Resolution
- Taxation

#### Banking and Finance

The programme covers issues related to corporate finance, treasury management, investment analysis and international finance. In addition to Banking modules, students are required to take the following Finance modules:

- Finance Law\*
- Corporate Finance\*
- Treasury Management\*
- Investment Analysis
- International Finance
- Derivative Securities

### Banking and Management

This programme assists student to cover both theoretical and technical aspects of management within the banking industry, and developing skills in communication, programme solving, planning, organising, managing change and working cooperatively. In addition to Banking modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Knowledge Management
- Strategic Management
- Business Analytics and Decision Making

### Banking and Marketing

This programme assists student to develop strong communication and marketing skills, learn to interpret marketing and financial data to leverage on market trends. In addition to Banking modules, students are required to take the following Marketing modules:

- Services Marketing
- Consumer Behaviour
- Marketing Research and Analysis
- International Marketing
- Strategic Marketing
- Integrated Marketing Communications

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

## BACHELOR OF BUSINESS

- Management and Business Law
- Management and International Business
- Management and Marketing

This programme allows students to acquire a broad set of knowledge and skills that makes them highly employable within the management and marketing fields.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Management

This programme explores a wide range of management issues, theories and perspectives to prepare students to understand the complexities and responsibilities of managerial life in the 21<sup>st</sup> century.

- Organisation Development and Change
- Organisational Theory and Behaviour
- Workplace Law\*
- Strategic Management
- Knowledge Management
- Business Analytics and Decision Making

### Double Major Options:

#### Management and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Management modules, students are required to take the following Business Law modules:

- Finance Law
- Workplace Law\*
- Marketing and Advertising Law
- Taxation
- Company Law
- Alternative Dispute Resolution

#### Management and International Business

This programme is designed to enable students to acquire skills needed for employment in an international environment; covering modules such as consumer behavior, international marketing and organisational theory and behavior. In addition to Management modules, students are required to take the following International Business modules:

- International Marketing
- Organisational Theory and Behaviour\*
- International Management
- Comparative Corporate Governance and International Operations
- International Political Economy
- Business Negotiations: An International Perspective

### Management and Marketing

This programme offers an understanding of marketing theories by practical application of processes such as product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Management modules, students are required to take the following Marketing modules:

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Services Marketing
- Strategic Marketing
- Marketing Research and Analysis

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements



## BACHELOR OF BUSINESS

- Economics and Banking
- Economics and Business Law
- Economics and Finance
- Economics and Management
- Economics and Marketing

The programme emphasises the application of economic analysis to real world situations. Students are given a solid grounding in fundamental economic analysis and are then able to choose from a wide range of economics elective units to suit their interests and their career intentions.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Economics

The programme emphasises the application of economic analysis to real world situations. Students are given a solid grounding in fundamental economic analysis and are then able to choose from a wide range of economics elective units to suit their interests and their career intentions.

- Econometrics
- Microeconomics A
- Microeconomics B
- Macroeconomics A
- Macroeconomics B
- International Trade and Development

### Double Major Options:

#### Economics and Banking

The programme focuses on various aspects of banking, including government regulation and directives, credit and liquidity risk management, the high debt within the capital structures of financial institutions, and the interest sensitivity of their assets. In addition to Economics modules, students are required to take the following Banking modules:

- Finance Law
- Treasury Management
- Corporate Finance
- Commercial Banking
- Credit and Lending Decisions
- International Financial Markets and Institutions

#### Economics and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Economics modules, students are required to take the following Business Law modules:

- Finance Law
- Marketing and Advertising Law
- Workplace Law
- Company Law
- Alternative Dispute Resolution
- Taxation

### Economics and Finance

The programme covers issues related to corporate finance, treasury management, investment analysis and international finance. In addition to Economics modules, students are required to take the following Finance modules:

- Finance Law
- Treasury Management
- Corporate Finance
- Investment Analysis
- Derivative Securities
- International Finance

### Economics and Management

The programme covers the relevant issues, theories and perspectives to prepare students to understand the responsibilities of managers in the 21<sup>st</sup> century. In addition to Economics modules, students are required to take the following Management modules:

- Workplace Law
- Strategic Management
- Knowledge Management
- Organisational Theory and Behaviour
- Organisation Development and Change
- Business Analytics and Decision Making

### Economics and Marketing

This programme assists students to develop strong communication and marketing skills, learn to interpret marketing and financial data to leverage on market trends. In addition to Economics modules, students are required to take the following Marketing modules:

- Services Marketing
- Strategic Marketing
- Consumer Behaviour
- International Marketing
- Marketing Research and Analysis
- Integrated Marketing Communications

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

## BACHELOR OF BUSINESS

- Hospitality and Tourism Management and Business Law
- Hospitality and Tourism Management and Human Resource Management
- Hospitality and Tourism Management and Management
- Hospitality and Tourism Management and Marketing
- Hospitality and Tourism Management and Public Relations

This programme prepares students for the challenges of supervisory and management positions in the tourism and hospitality field, with its focus on strategic management of destinations and tourism-related industries.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Hospitality and Tourism Management

This programme provides students with an understanding of business management principles, focusing as well on sustainable tourism and learning to analyse data to forecast areas of growth and decline in the industry.

- Tourism and Hospitality Law
- Sustainable Tourism
- Organisational Theory and Behaviour\*
- Destination Management
- Strategic Management
- Hospitality and Tourism Project

### Double Major Options:

#### Hospitality and Tourism Management and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Hospitality and Tourism modules, students are required to take the following Business Law modules:

- Finance Law
- Marketing and Advertising Law
- Workplace Law
- Company Law
- Alternative Dispute Resolution
- Taxation

#### Hospitality and Tourism Management and Human Resource Management

This programme covers strategic role, employee performance, employment policies, legal and environmental regulations, interviewing and hiring, rewards and recognition, pay and benefits, diversity, job assessment, motivation, organisational design and the future direction of human resources. In addition to Hospitality and Tourism Management modules, students are required to take the following Human Resource Management modules:

- Organisational Theory and Behaviour\*
- Workplace Law
- Principles of Human Resources Management
- Human Resource Economics
- Advanced Human Resource Perspectives
- Employment Relations

### Hospitality and Tourism Management and Management

This programme explores a wide range of management issues, theories and perspectives to prepare students for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. In addition to Hospitality and Tourism Management modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour\*
- Workplace Law
- Organisation Development and Change
- Strategic Management\*
- Knowledge Management
- Business Analytics and Decision Making

### Hospitality and Tourism Management and Marketing

This programme provides students with an understanding of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Hospitality and Tourism Management modules, students are required to take the following Marketing modules:

- Consumer Behaviour
- Services Marketing
- Marketing Research and Analysis
- Integrated Marketing Communications
- International Marketing
- Strategic Marketing



**Hospitality and Tourism Management and Public Relations**

This programme provides students with an understanding of campaign planning, creating media releases and building on their professional writing, editing and presentation skills. In addition to Hospitality and Tourism Management modules, students are required to take the following Public Relations modules:

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

**BACHELOR OF BUSINESS**

- Human Resource Management and Business Law
- Human Resource Management and Management
- Human Resource Management and Marketing

This programme provides a strong understanding of human resource as a strategic department of most organisations and the various areas of human resource management.

**Programme Structure**

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

**Human Resource Management**

This programme covers strategic role, employee performance, employment policies, legal and environmental regulations, interviewing and hiring, rewards and recognition, pay and benefits, diversity, job assessment, motivation, organisational design and the future direction of human resources.

- Principles of Human Resources Management
- Organisational Theory and Behaviour\*
- Workplace Law\*
- Employment Relations
- Human Resource Economics
- Advanced Human Resource Perspectives

**Double Major Options:**

**Human Resource Management and Business Law**

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Human Resource modules, students are required to take the following Business Law modules:

- Finance Law
- Marketing and Advertising Law
- Workplace Law\*
- Company Law
- Alternative Dispute Resolution
- Taxation

**Human Resource Management and Management**

This programme explores a wide range of management issues, theories and perspectives to prepare students for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. In addition to Human Resource Management modules, students are required to take the

following Management modules:

- Organisational Theory and Behaviour\*
- Workplace Law\*
- Organisation Development and Change
- Knowledge Management
- Strategic Management
- Business Analytics and Decision Making

**Human Resource Management and Marketing**

This programme provides an understanding of marketing theories by practical application of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Human Resource Management modules, students are required to take the following Marketing modules:

- Consumer Behaviour
- Services Marketing
- Marketing Research and Analysis
- Integrated Marketing Communications
- International Marketing
- Strategic Marketing

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

**BACHELOR OF BUSINESS**

- International Business and Finance
- International Business and Hospitality and Tourism Management
- International Business and Human Resource Management
- International Business and Management
- International Business and Marketing
- International Business and Web Communication

Students develop knowledge of the global business environment and related political and social factors in economies like China, India and Japan. Students also acquire perspectives for understanding and dealing with different cultures, thus developing skills needed for employment in an international environment.

**Programme Structure**

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

**International Business**

This programme assists students to develop knowledge of the global business environment and related political and social factors in economies like China, India and Japan. Students also acquire perspectives for understanding and dealing with different cultures, thus developing skills needed for employment in an international environment.

- International Marketing\*
- Organisational Theory and Behaviour\*
- International Management
- Comparative Corporate Governance and International Operations
- International Political Economy
- Business Negotiations: An International Perspective

**Double Major Options:**

**International Business and Finance**

The programme covers corporate finance, treasury management, investment analysis and international finance, issues related to corporate financial management and international finance. In addition to International Business modules, students are required to take the following Finance modules:

- Finance Law
- Investment Analysis
- Corporate Finance
- International Finance
- Treasury Management
- Derivative Securities

**International Business and Hospitality and Tourism Management**

This programme prepares students for supervisory and management positions in tourism and hospitality, with a focus on strategic management of destinations and tourism related industries. In addition to International Business modules, students are required to take the following Hospitality and Tourism Management modules:

- Tourism and Hospitality Law
- Sustainable Tourism
- Strategic Management
- Destination Management
- Organisational Theory and Behaviour\*
- Hospitality and Tourism Project

**International Business and Human Resource Management**

The programme provides a strong understanding of the various areas of human resource management including strategic role, employee performance, employment policies, legal and environmental regulation, pay and benefits, organisational design and the future direction of human resources. In addition to International Business modules, students are required to take the following Human Resource Management modules and foundation units:

- Principles of Human Resources Management
- Workplace Law
- Human Resource Economics
- Organisational Theory and Behaviour\*
- Employment Relations
- Advanced Human Resource Perspectives



International Business and Management

This programme explores a wide range of management issues, theories and perspectives to prepare students for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. In addition to International Business modules, students are required to take the Management following modules:

- Organisational Theory and Behaviour\*
- Workplace Law
- Organisation Development and Change
- Knowledge Management
- Strategic Management
- Business Analytics and Decision Making

International Business and Marketing

This programme provides an understanding of marketing theories by practical application using product development and planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to International Business modules, students are required to take the following Marketing modules:

- International Marketing\*
- Integrated Marketing Communications
- Consumer Behaviour
- Services Marketing
- Strategic Marketing
- Marketing Research and Analysis

International Business and Web Communication

This programme will allow students to learn how to design and develop strategies for web communication campaigns using a range of digital media including social media, websites, mobile technology, games, video and online news media. In addition to International Business modules, students are required to take the following Web Communication modules:

- Web Strategy
- Web Design
- Screen: Small, Medium and Large
- Web Metrics
- Business of Freelancing
- Web Communication Project

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

BACHELOR OF BUSINESS

- Marketing and Business Law
- Marketing and International Business
- Marketing and Public Relations
- Marketing and Web Communication

This programme allows students to acquire a broad set of knowledge and skills that makes them highly employable within the marketing and public relations fields.

Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

Marketing

This programme provides students with an understanding in marketing theories by practical application of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management.

- Marketing Research and Analysis
- Services Marketing
- Consumer Behaviour
- Integrated Marketing Communications
- International Marketing\*
- Strategic Marketing

Double Major Options:

Marketing and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Marketing modules, students are required to take the following Business Law modules:

- Finance Law
- Workplace Law
- Marketing and Advertising Law
- Taxation
- Company Law
- Alternative Dispute Resolution

Marketing and International Business

This programme is designed to enable students to acquire skills needed for employment in an international environment, covering modules such as consumer behavior, international marketing and organisational theory and behavior. In addition to Marketing modules, students are required to take the following International Business modules:

- International Marketing\*
- Organisational Theory and Behaviour
- International Management
- Comparative Corporate Governance and International Operations
- International Political Economy
- Business Negotiations: An International Perspective

Marketing and Public Relations

This programme aims to prepare students for careers in public relations and communications. It explores international theories and practices with an emphasis on ethical communication and engagement with a diverse range of stakeholders. Students will learn communication skills in addition to the development of public relations strategies to achieve organisational objectives. In addition to Marketing modules, students are required to take the following Public Relations modules:

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

Marketing and Web Communication

This programme will allows students to learn how to design and develop strategies for web communication campaigns using a range of digital media including social media, websites, mobile technology, games, video and online news media. In addition to Marketing modules, students are required to take the following Web Communication modules:

- Screen: Small, Medium and Large
- Web Strategy
- Web Design
- Business of Freelancing
- Web Communication Project
- Web Metrics

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Understanding Business Research: An Introductory Approach
- Empirical Research Methods for Business or Applying Mixed Methods Research to Business
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements



## BACHELOR OF ARTS

- Communication and Media Studies and Marketing
- Communication and Media Studies and Public Relations
- Communication and Media Studies and Web Communication

The programme provides students with skills and expertise for work in the contemporary communication and media industry. Students are equipped with the knowledge base and skills for analysing and producing both traditional and new media texts, as well as understanding communication and cultural processes in the emerging creative industries.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Communication and Media Studies

The programme provides students with skills and expertise for work in the contemporary communication and media industry. Students are equipped with the knowledge base and skills for analysing and producing both traditional and new media texts, as well as understanding communication and cultural processes in the emerging creative industries.

- Audiences, Users and Participants
- Critical Topics in Communication and Media Studies
- Media Governance and the Public Sphere
- Communicating Global Issues
- Screen: Small, Medium and Large\*
- Old Media, New Media

### Double Major Options:

#### Communication and Media Studies and Marketing

This programme provides students with an understanding in marketing theories by practical application of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Communication and Media Studies modules, students are required to take the following Marketing modules:

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing

### Communication and Media Studies and Public Relations

This programme provides students a theoretical and practical understanding of public relations and its professional practice. In addition to Mass Communication and Media Studies modules, students are required to take the following Public Relations modules:

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

### Communication and Media Studies and Web Communication

This programme will allow students to learn how to design and develop strategies for web communication campaigns using a range of digital media including social media, websites, mobile technology, games, video and online news media. In addition to Communication and Media Studies modules, students are required to take the following Web Communication modules:

- Screen: Small, Medium and Large\*
- Web Strategy
- Web Design
- Business of Freelancing
- Web Communication Project
- Web Metrics

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Developing Research Skills and Methods
- Advanced Research in the Arts
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

## BACHELOR OF ARTS

- Psychology
- Psychology and Communication and Media Studies
- Psychology and Human Resource Management
- Psychology and Management
- Psychology and Marketing
- Psychology and Web Communication

This programme allows students to develop an appreciation of the foundations of psychological knowledge and how modern scientific research methods are used to further this understanding of our differences and similarities. The programme covers all relevant areas of the psychology curriculum and also provides broad skills in teamwork, communication and problem solving necessary in social and workplace settings.

### Programme Structure

This programme can be completed in 36 months. Students can complete the programme in 24 months based on recognition of prior learning.

### Psychology

This programme allows students to develop an appreciation of the foundations of psychological knowledge and how modern scientific research methods are used to further this understanding of our differences and similarities. The programme covers all relevant areas of the psychology curriculum and also provides broad skills in teamwork, communication and problem solving necessary in social and workplace settings.

- Introduction to Psychological Science
- Introduction to Psychological Research Methods
- Introduction to Cultural Psychology
- Psychology: Abnormal Behaviour
- Psychology: Cognitive Processes
- Psychology: Family Relations and Social Development
- Psychology: Human Development
- Psychology: Individual Differences and Performance
- Psychology: Self and Society
- Psychology: Social Bases of Behaviour
- Psychology: The Developing Mind
- Psychology: Biological Bases of Behaviour

### Double Major Options:

#### Psychology and Communication and Media Studies

The programme provides students with skills and expertise for work in the contemporary communication and media industry. Students are equipped with the knowledge base and skills for analysing and producing both traditional and new media texts, as well as understanding communication and cultural processes in the emerging creative industries.

- Audiences, Users and Participants
- Critical Topics in Communication and Media Studies
- Media Governance and the Public Sphere
- Communicating Global Issues
- Screen: Small, Medium and Large
- Old Media, New Media

#### Psychology and Human Resource Management

The programme provides a strong understanding of the various areas of human resource management including strategic role, employee performance, employment

policies, legal and environmental regulation, pay and benefits, organisational design and the future direction of human resources. In addition to Psychology modules, students are required to take the following Human Resource Management modules and foundation units:

- Organisational Theory and Behaviour
- Workplace Law
- Principles of Human Resources Management
- Human Resource Economics
- Advanced Human Resource Perspectives
- Employment Relations

#### Psychology and Management

This programme assists students to cover the key challenges facing practicing managers and develop skills in communication, problem solving, planning, organising, managing change and working cooperatively. In addition to Psychology modules, students are required to take the following Management modules and foundation units:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision Making

#### Psychology and Marketing

This programme provides students with an understanding in marketing theories by practical application of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Psychology modules, students are required to take the following Marketing modules and foundation units:

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing



Psychology and Web Communication

This programme will allow students to learn how to design and develop strategies for web communication campaigns using a range of digital media including social media, websites, mobile technology, games, video and online news media. In addition to Psychology modules, students are required to take the following Web Communication modules:

- Screen: Small, Medium and Large
- Web Strategy
- Web Design
- Business Freelancing
- Web Communication Project
- Web Metrics

In addition, students have to complete the following common Year 2 and 3 units:

- Psychology: Measurement, Design and Analysis
- Advanced Quantitative Research Methods
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

BACHELOR OF ARTS

- Public Relations and Management
- Public Relations and Marketing

This programme provides students a theoretical and practical understanding of public relations and its professional practice.

Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

Public Relations

This programme provides students a theoretical and practical understanding of public relations and its professional practice.

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

Double Major Options:

Public Relations and Management

This programme explores a wide range of management issues, theories and perspectives to prepare students for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. In addition to Public Relations modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision-Making

Public Relations and Marketing

This programme provides students with an understanding of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In additional to Public Relations modules, students are required to take the following Marketing modules:

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing

In addition, students have to complete the following common Year 2 and 3 units:

- Developing Research Skills and Methods
- Advanced Research in the Arts
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

BACHELOR OF ARTS

- Tourism and Events and Business Law
- Tourism and Events and Hospitality and Tourism Management
- Tourism and Events and Human Resource Management
- Tourism and Events and Management
- Tourism and Events and Marketing
- Tourism and Events and Communication and Media Studies
- Tourism and Events and Public Relations
- Tourism and Events and Web Communication

This programmes offers an understanding of tourism and events as important social, political and economic phenomena around the world within the framework of the Social Sciences; the programme is developed within the framework of tourism for sustainable development.

Programme Structure

This programme can be completed in 28 months. Students can complete the programme between 16 - 20 months based on recognition of prior learning.

Tourism and Events

This programme assists students to gain an understanding of wider tourism systems, policy issues relating to tourism and events, and a wide understanding of the nature of social/cultural, environmental and economic impact of tourism and events.

- Festivals and Events
- Travel and Tourism in Society
- Sustainable Tourism\*
- Public Policy Analysis
- Tourism and Events Project
- Events, Policy and Evaluation
- Destination Management\*

Double Major Options:

Tourism and Events and Business Law

This programme covers various law modules such as marketing and advertising law, company law and workplace law. In addition to Hospitality and Tourism modules, students are required to take the following Business Law modules:

- Finance Law
- Marketing and Advertising Law
- Workplace Law
- Company Law
- Alternative Dispute Resolution
- Taxation

Tourism and Events and Hospitality and Tourism Management

This programme prepares students for the challenges of supervisory and management positions in both the private and public sectors of the tourism and hospitality industry. It provides detailed understanding of the travel and tourism industry with special attention to managerial tourism related businesses and the strategic management of destinations. In addition to Tourism and Events Management modules, students are required to take the following Hospitality and Tourism Management modules:

- Tourism and Hospitality Law
- Sustainable Tourism\*
- Strategic Management
- Destination Management\*
- Organisational Theory and Behaviour
- Hospitality and Tourism Project

Tourism and Events and Human Resource Management

This programme covers strategic role, employee performance, employment policies, legal and environmental regulations, interviewing and hiring, rewards and recognition, pay and benefits, diversity, job assessment, motivation, organisational design and the future direction of human resources. In addition to Tourism and Events Management modules, students are required to take the following Human Resource Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Principles of Human Resources Management
- Human Resource Economics
- Advanced Human Resource Perspectives
- Employment Relations



Tourism and Events and Management

This programme explores a wide range of management issues, theories and perspectives to prepare students for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. In addition to Tourism and Events Management modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision Making

Tourism and Events and Marketing

This programme provides students with development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Tourism and Events Management modules, students are required to take the following Marketing modules:

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing

Tourism and Events and Communication and Media Studies

This programme will equip students with the knowledge base and skills for analysing and producing both traditional and new media tests, covering topics like screen texts and media and globalisation. In addition to Tourism and Event modules, students are required to take the following Communication modules:

- Audiences, Users and Participants
- Critical Topics in Communication and Media Studies
- Media Governance and the Public Sphere
- Communicating Global Issues
- Screen: Small, Medium and Large
- Old Media, New media

Tourism and Events and Public Relations

This programme aims to prepare students for careers in public relations and communications. It explores international theories and practices with an emphasis on ethical communication and engagement with a diverse range of stakeholders. Students will learn communication skills in addition to the development of public relations strategies to achieve organisational objectives. In addition to Tourism and Events Management modules, students are required to take the following Public Relations modules:

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

Tourism and Events and Web Communication

This programme will allows students to learn how to design and develop strategies for web communication campaigns using a range of digital media including social media, websites, mobile technology, games, video and online news media. In addition to Tourism and Event modules, students are required to take the following Web Communication modules:

- Screen: Small, Medium and Large
- Web Strategy
- Web Design
- Business of Freelancing
- Web Communication Project
- Web Metrics

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Developing Research Skills and Methods
- Advanced Research in the Arts
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements

BACHELOR OF ARTS

- Web Communications and Communication and Media Studies
- Web Communications and Management
- Web Communications and Marketing
- Web Communications and Public Relations

The programmes provides students an understanding of web communication, combining an exciting mix of web design, digital marketing and public relations. Students will learn how to design and develop strategies for web communication campaigns using a range of digital media including, social media, websites, mobile technology, games, video and online news media. Combined with a double major, this programme enables you to become a powerful communicator in an area you are passionate about.

Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

Web Communication

The programme provides students an understanding of web communication, combining an exciting mix of web design, digital marketing and public relations. Students will learn how to design and develop strategies for web communication campaigns using a range of digital media including, social media, websites, mobile technology, games, video and online news media. Combined with a double major, this programme enables you to become a powerful communicator in an area you are passionate about.

- Screen: Small, Medium and Large\*
- Web Strategy
- Web Design
- Business of Freelancing
- Web Communication Project
- Web Metrics

Double Major Options:

Web Communications and Communication and Media Studies

The programme provides students with skills and expertise for work in the contemporary communication and media industry. In addition to Web Communication modules, students are required to take the following Communication and Media Studies modules:

- Audiences, Users and Participants
- Critical Topics in Communication and Media Studies
- Media Governance and the Public Sphere
- Communicating Global Issues
- Screen: Small. Medium and Large\*
- Old Media, New Media

Web Communication and Management

This programme explores a wide range of management issues, theories and perspectives to prepare students for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. In addition to Web Communication modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour

- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision-Making

Web Communication and Marketing

This programme provides students with an understanding in marketing theories by practical application of marketing exchange processes using product development, planning and pricing strategies, integrated marketing communications and distribution channel management. In addition to Web Communication modules, students are required to take the following Marketing modules:

- International Marketing
- Integrated Marketing Communications
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing

Web Communication and Public Relations

This programme provides students a theoretical and practical understanding of public relations and its professional practice.

In addition to Web Communication modules, students are required to take the following Public Relations modules:

- Media Relations
- Public Relations Project
- Public Relations Strategy
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

In addition, students have to complete the following common Year 2 and 3 units:

- Developing Research Skills and Methods
- Advanced Research in the Arts
- Creativity and Innovation
- Wellbeing

Please refer to page 44 for programme entry requirements



## BACHELOR OF SCIENCE

- Business Information Systems and Computer Science
- Business Information Systems and Management
- Business Information Systems and Web Communication

Information Systems is the study of information generation, communication, storage and application in the context of human activity, and the Business Information Systems degree emphasises on the contribution of information systems to the functioning of organisations, the design and management of such systems and their development to assist in other professional roles.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Business Information Systems

Business Information Systems is the study of information generation, communication, storage and application in the context of human activity, and the Business Information Systems degree emphasises on the contribution of information systems to the functioning of organisations, the design and management of such systems and their development to assist in other professional roles.

- Databases\*
- Systems Analysis and Design\*
- Information Systems Management
- Enterprise Architectures
- IT Professional Practice Project\*
- Advanced Business Analysis and Design
- Business Intelligence Application Development

### Double Major Options:

#### Business Information Systems and Computer Science

This programme is designed to provide students with a thorough understanding of the theory, methods and systems used by the computing industry. In addition to Business Information Systems modules, students are required to take the following Computer Science modules:

- Data Structures and Abstractions
- Intelligent Systems
- Software Architectures
- Operating Systems and Systems Programming
- Databases\*
- Systems Analysis and Design\*
- IT Professional Practice Project\*

### Business Information Systems and Management

This programme assists students to cover both theoretical and technical aspects of management within the banking industry, and developing skills in communication, programme solving, planning, organising, managing change and working cooperatively. In addition to Business Information Systems modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Organisation Development and Change
- Business Analytics and Decision Making
- Knowledge Management
- Strategic Management
- Workplace Law

### Business Information Systems and Web Communication

This programme will allow students to learn how to design and develop strategies for web communication campaigns using a range of digital media including social media, websites, mobile technology, games, video and online news media. In addition to Business Information Systems modules, students are required to take the following Web Communication modules:

- Screen: Small, Medium and Large
- Web Design
- Web Strategy
- Web Communication Project
- Web Metrics
- Business of Freelancing

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

For Computer Science major, students may be required to complete Principles of Computer Science (as a general elective) if they are not exempted from this unit.

In addition, students have to complete the following common Year 2 and 3 units:

- Introduction to ICT Research Methods
- Applied Research Skills in ICT
- Creativity and Innovation

Please refer to page 44 for programme entry requirements

## BACHELOR OF SCIENCE

- Computer Science and Management

This programme will cover the theory, approaches and techniques used in computer science and will include areas such as application design and implementation, systems programming and software architecture. It will also prepare the student to understand the responsibilities of managerial life through the study of various management theories and perspectives.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Computer Science

This programme will cover the theory, approaches and techniques used in computer science and will include areas such as application design and implementation, systems programming and software architecture. It will also prepare the student to understand the responsibilities of managerial life through the study of various management theories and perspectives.

- Data Structures and Abstractions
- Databases
- Systems Analysis and Design
- Software Architectures
- Operating Systems and Systems Programming
- Intelligent Systems
- IT Professional Practice Project

### Double Major Options:

#### Computer Science and Management

This programme will cover the theory, approaches and techniques used in computer science and will include areas such as application design and implementation, systems programming and software architecture. It will also prepare the student to understand the responsibilities of managerial life through the study of various management theories and perspectives. The modules for this double major are as follows:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision Making

For Computer Science major, students may be required to complete Principles of Computer Science (as a general elective) if they are not exempted from this unit.

In addition, students have to complete the following common Year 2 and 3 units:

- Introduction to ICT Research Methods
- Applied Research Skills in ICT
- Creativity and Innovation

Please refer to page 44 for programme entry requirements



## BACHELOR OF SCIENCE

- Cyber Forensics and Information Security and Computer Science
- Cyber Forensics and Information Security and Business Information Systems
- Cyber Forensics and Information Security and Management

This programme prepares students for a career that ensures IT security within an organisation. Students will learn how to identify and respond to information security risks in an ever-growing and dynamic business industry. Students will be trained on how to manage and protect information by equipping them with knowledge management techniques, forensic data analysis skills and information security management.

### Programme Structure

This programme can be completed in 28 months. Students can complete the programme in 16 months based on recognition of prior learning.

### Cyber Forensics and Information Security

This programme is designed to enable students to identify and respond to threats and information security incidents for agencies and organisations. Students will also learn to forensically examine digital evidence to develop strong analytical and critical thinking skills.

- Databases\*
- Systems Analysis and Design\*
- Computer Security
- Cyber Forensics and Information Technology
- Security Architectures and Systems Administration
- Information Security Policy and Governance
- IT Professional Practice Project\*

### Double Major Options:

#### Cyber Forensics and Information Security and Computer Science

This programme is designed to provide students with a thorough understanding of the theory, methods and systems used by the computing industry. In addition to Cyber Forensics, Information Security and Management modules, students are required to take the following Computer Science modules:

- Data Structures and Abstractions
- Databases\*
- Systems Analysis and Design\*
- Software Architectures
- Operating Systems and Systems Programming
- Intelligent Systems
- IT Professional Practice Project\*

### Cyber Forensics and Information Security and Business Information Systems

This programme provides students an understanding of the contribution of information systems to the functioning of organisations, the design and management of such systems and their development to assist in other professional roles. In addition to Cyber Forensics, Information Security and Management modules, students are required to take the following Business Information Systems modules:

- Databases\*
- Systems Analysis and Design\*
- Information Systems Management
- Advanced Business Analysis and Design
- Enterprise Architecture
- Business Intelligence Application Development
- IT Professional Practice Project\*

### Cyber Forensics and Information Security and Management

This programme provides students an understanding of the contribution of information systems to the functioning of organisations, the design and management of such systems and their development to assist in other professional roles. In addition to Cyber Forensics, Information Security and Management modules, students are required to take the following Business Information Systems modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Change
- Strategic Management
- Knowledge Management
- Business Analytics and Decision Making

\* Units common to both majors need to be taken only once. Students may be required to complete additional elective.

For Computer Science major, students may be required to complete Principles of Computer Science (as a general elective) if they are not exempted from this unit.

In addition, students have to complete the following common Year 2 and 3 units:

- Introduction to ICT Research Methods
- Applied Research Skills in ICT
- Creativity and Innovation

Please refer to page 44 for programme entry requirements

## BACHELOR OF BUSINESS

- Management and Marketing\*
- Hospitality and Tourism Management and Management\*
- Hospitality and Tourism Management and Marketing\*

These programmes allow students to acquire a broad set of knowledge and skills that make them highly employable within the management and marketing fields. For students majoring in Hospitality and Tourism, the programme is also designed to prepare them for the challenges of supervisory and management positions in the tourism industry, with focus on strategic management of attractions and destinations.

### Programme Structure

24 units completed in 28 months over 6 academic trimesters

### Year 1 Modules

- Academic Skills for Business
- Foundational Mathematics for Business
- Foundations of Business Law
- Foundations of Management and Governance
- Foundations of Marketing
- Transforming Business

### Business in Management and Marketing

This programme allows students to explore a wide range of management issues, theories and perspectives to prepare students to understand the complexities and responsibilities of managerial life in the 21<sup>st</sup> century. Students will also gain an understanding of marketing theories such as product development, planning and pricing strategies, integrated marketing communications and distribution channel management.

- Foundations of Accounting
- Foundations of Economics
- Consumer Behaviour
- Creativity and Innovation
- Marketing Research and Analysis
- Organisation Development and Change
- Organisational Theory and Behaviour
- Services Marketing
- Understanding Business Research: An Introductory Approach
- Wellbeing
- Workplace Law
- Business Analytics and Decision Making
- Empirical Research Methods for Business
- Integrated Marketing Communications
- International Marketing
- Knowledge Management
- Strategic Management
- Strategic Marketing

### Hospitality and Tourism Management and Management

This programme provides students with an understanding of business management principles, focusing as well on sustainable tourisms and data analysis to forecast area of growth and decline in the industry. Students also explore a wide range of management issues, theories and perspectives to prepare themselves for the complexities and responsibilities of managerial life in the 21<sup>st</sup> century.

- Foundations of Accounting
- Introduction to Tourism Systems
- Creativity and Innovation
- Principles of Human Resources Management
- Organisation Development and Change
- Organisational Theory and Behaviour
- Festivals and Events
- Sustainable Tourism
- Tourism and Hospitality Law
- Workplace Law
- Understanding Business Research: An Introductory Approach
- Wellbeing
- Business Analytics and Decision Making
- Destination Management
- Empirical Research Method for Business
- Hospitality and Tourism Project
- Knowledge Management
- Strategic Management

\* Units listed may differ across student's course of study, subjected to unit offerings from Murdoch University.

Please refer to page 44 for programme entry requirements



Hospitality and Tourism Management and Marketing

This programme provides students with an understanding of business management principles, focusing as well on sustainable tourisms and data analysis to forecast area of growth and decline in the industry. Students will also gain an understanding of marketing theories such as product development, planning and pricing strategies, integrated marketing communications and distribution channel management.

- Foundations of Economics
- Introduction to Tourism Systems
- Consumer Behaviour
- Creativity and Innovation
- Marketing Research and Analysis
- Organisational Theory and Behaviour

- Services Marketing
- Sustainable Tourism
- Tourism and Hospitality Law
- Understanding Business Research: An Introductory Approach
- Wellbeing
- Applying Mixed Methods Research to Business
- Destination Management
- Empirical Research Methods for Business
- Hospitality and Tourism Project
- Integrated Marketing Communications
- International Marketing
- Strategic Management
- Strategic Marketing

BACHELOR OF SCIENCE

- Cyber Forensics and Information Security and Computer Science\*

This programme prepares students for a career that ensures IT security within an organisation. Students will learn how to identify and respond to information security risks in an ever-growing and dynamic business industry. Students will be trained on how to manage and protect information by equipping them with knowledge management techniques, forensic data analysis skills and information security management.

Programme Structure

24 units completed in 28 months over 6 academic trimesters

Cyber Forensics and Information Security and Computer Science

This programme is designed to enable students to identify and respond to threats and information security incidents for agencies and organisations. Students will also learn to forensically examine digital evidence to develop strong analytical and critical thinking skills. The programme also provide students with a thorough understanding of the theory, methods and systems used by the computing industry.

- Academic Skills for Business
- Foundations of Computer Systems
- Foundations of Data Communications
- Foundations of Discrete Mathematics
- Foundations of Programming
- Introduction to Server Environments and Architectures
- Principles of Computer Science
- Transforming Business
- Computer Security
- Creativity and Innovation
- Data Structures and Abstractions
- Databases
- System Analysis and Design
- Introduction to ICT Research Methods
- Wellbeing
- Applied Research Skills in ICT
- Cyber Forensics and Information Technology

- Information Security Policy and Governance
- Intelligent Systems
- IT Professional Practice Project
- Operating Systems and Systems Programming
- Security Architectures and Systems Administration
- Software Architectures
- Business Intelligence Application Development

\* Units listed may differ across student's course of study, subjected to unit offerings from Murdoch University.

Please refer to page 44 for programme entry requirements

Entry Requirements

- Completion of Year 12 of Studies or equivalent
- Polytechnic Diploma\*
- Kaplan Diploma\*
- Other private or foreign qualifications (to be assessed on a case-by-case basis)
- The final admission decision rests with the University.

# Students with Polytechnic Diplomas, Kaplan Diplomas or Murdoch University-recognised Private Diplomas will be given exemptions and gain entry to Year 2 of the programmes. They can complete the programme in 16 - 24 months based on recognition of prior learning.

English Entry Requirements for International Students

- Kaplan Diploma In Professional Business English Programme (PBEP)
  - Distinction at Level 5
  - Credit at Level 5\*
- Academic IELTS
  - IELTS overall score of 6.0 with no band below 6.0

For other English qualifications, please approach Programme Consultant for further enquiries.

\* Additional English Tuition will be provided by Kaplan in Singapore during the first trimester of the student Bachelor's Degree studies



BACHELOR OF ARTS (HONOURS) (TOP-UP)

- International Hospitality and Tourism Management
- Business with International Management

This programme is a direct honours with dual specialisations programme. It offers a wide range of knowledge and skills in real-world business, combining the study of the chosen pathway with solid conceptual and practical knowledge. This direct honours with dual specialisation programme gives students a double edge in the highly competitive graduate employment market.

Programme Structure

6 core modules and 1 dissertation; students specialise by taking 5 specialised modules to be completed within 16 months.

Core Modules

- Personal and Organisational Development
- Global and International Business Contexts
- Markets and Customers
- Business Performance Management
- Applied Business Ethics
- Strategic Management and Leadership
- Dissertation

International Hospitality and Tourism Management

- Destination Planning and Resort Development
- Travel Industry Management and Operations
- International Hospitality Management
- The Business of Conferences, Events and Entertainment
- Key issues for Hospitality and Tourism Managers

Business with International Management

- Global Supply Chain Management
- Change, Work and Diversity
- Doing Business Globally and Internationally
- Culture and Organisations
- Global Marketing and Communication

BACHELOR OF ARTS (HONOURS) (TOP-UP)

- Mass Communication with Public Relations

This programme provides students with an understanding of the contemporary global mass communication landscape and its key industries. Students will gain practical and critical understanding of key developments within mass communication approaches, global media, audiences and approaches to audience research, new media and technology, mass communication production techniques and film/media production, reporting and advertising.

Programme Structure

8 core modules with 3 specialisation units completed in 16 months

Core Modules

- |                                    |                                    |
|------------------------------------|------------------------------------|
| • Advertising: Reception and Texts | • Mass Communication Industries    |
| • Media Culture                    | • Audiences and Mass Communication |
| • Media Spaces                     | • Mass Communications              |
| • Everyday Media                   | • Media Dissertation               |

Mass Communication with Public Relations

- Writing Promotional Copy
- Promotional Activity and Management
- Critical Theories in Public Relations

MASTER OF SCIENCE

- Marketing Management

This programme will give students the general business knowledge and understanding as well as the personal skills needed for a wide variety of roles in large organisations, medium-sized companies and even start-up firms. Students will acquire sound knowledge and understanding of various parts of a business, and develop their leadership, learning and collaboration potential.

Programme Structure

5 core modules and 1 dissertation; students specialise by taking 3 specialised modules to be completed within 15 months.

Core Modules

- |  |   |
|--|---|
| • Managing for Sustainable Competitive Advantage | • Analysing Organisations                       |
| • Developing Self                                | • Business Environment and Strategic Management |
| • Business Research Analysis                     | • Dissertation                                  |

Marketing Management

- Marketing Strategy
- Relationship Marketing
- Global Marketing Management





### BACHELOR OF SCIENCE (HONOURS) (TOP-UP)

- Business and Management
  - Management with Accounting
  - Management with International Business
  - Management with Marketing

This programme allows students to acquire a broad set of knowledge and skills that makes them highly employable within the management, accounting and international business and marketing fields.

#### Programme Structure

16 units completed in 18 months over 3 academic sessions

#### Core Modules

- Asia Pacific Business
  - Employability
  - Global Marketing
  - Human Resource Management
  - Integrating Management: Business in Context
  - Integrating Management: Leadership and Innovation

- Managerial Accounting
  - Marketing Strategy in Context
  - Operations Management
  - Strategic Finance
  - Strategic Management

#### Business and Management

The programme covers the key areas of business management, from strategy to marketing and from accounting to branding. It offers a wide array of study topics and has a strong practical focus.

#### Pathway Electives

- Choose 5 of the following modules\*
  - Accounting for Corporate Accountability
  - Advertising and Promotion
  - Brands and Branding
  - Clusters, Small Business and Entrepreneurship
  - Consumer Behaviour
  - Digital Marketing
  - Emerging Markets
  - European Business
  - Financial Management
  - The Global Economy
  - International Financial Accounting
  - Managerial Economics
  - Marketing Research
  - Multinational Enterprise
  - Strategic Management Accounting

\* Modules chosen must not have repeat in specialism

#### Management with Accounting

This programme enables students to understand issues such as accounting and strategy, the international financial accounting environment, and corporate duties of accountability to third party stakeholders.

#### Pathway Electives

- Accounting for Corporate Accountability

- Financial Management
- International Financial Accounting
- Managerial Economics
- Strategic Management Accounting

#### Management with International Business

This programme offers an understanding of the development of multi-nationals on the international economic stage, foreign direct investment by Asia Pacific companies in Europe, and European Business in European Union.

#### Pathway Electives

- Clusters, Small Business and Entrepreneurship
- Emerging Markets
- European Business
- The Global Economy
- Multinational Enterprise

#### Management with Marketing

This programme combines core topics in modern management with the skills and techniques of marketing, providing a solid grounding in the theories and practice and preparing students for a successful career in the field of marketing.

#### Pathway Electives

- Advertising and Promotion
- Brands and Branding
- Consumer Behaviour
- Digital Marketing
- Marketing Research

Please refer to page 50 for programme entry requirements



### BACHELOR OF ARTS (HONOURS) (TOP-UP)

- Accountancy and Financial Management

This programme brings together the twin disciplines of accounting and finance. The programme is tailored for students planning to obtain a professional qualification after graduation to become an accountant, or to forge a career within the financial sectors by utilising their analytical skills, financial expertise and strategic insight.

#### Programme Structure

12 units completed in 18 months over 6 academic terms

#### Programme Modules

- Accounting for Strategic Management and Control
- Advanced Financial Accounting
- Advanced Financial Management
- Auditing
- Business Law for Accountants
- Corporate Governance, Financial Crime, Ethics and Control
- Financial Management
- Financial Reporting
- Independent Study for Accountants
- International Accounting
- Operational Management Accounting
- Taxation

Please refer to page 50 for programme entry requirements



BACHELOR OF SCIENCE (HONOURS) (TOP-UP)

- Accounting and Finance
- Banking and Finance
- Management and Marketing

These programmes allow students to acquire a broad set of knowledge and skills that make them highly employable within the accounting, finance, banking, management and marketing fields.

Programme Structure

14 - 16 units completed in 18 months over 4 academic terms

Accounting and Finance

The programme provides knowledge of financial theory, portfolio management, option and futures markets and how risk can be managed with the use of derivative instruments.

- Advanced Management Accounting
- Auditing
- Corporate Finance
- Current Issues in Financial Reporting
- Financial Markets and Monetary Policy
- Financial Modelling
- Financial Reporting and Analysis
- International Finance
- Management Accounting 1
- Management Accounting 2
- Options and Futures
- Portfolio Analysis
- Risk Management and Financial Institutions
- Introduction to Banking

Banking and Finance

This programme provides students with a thorough grounding in the key issues relevant to today's global financial institutions and markets, and the skills to evaluate them.

- Applying E-commerce in Business
- Bank Risk Management
- Behavioural Finance
- Corporate Finance
- Empirical Finance
- Financial Markets and Monetary Policy
- Financial Modelling
- Financial Reporting and Analysis
- Foundations of Finance
- International Banking
- International Finance
- Introduction to Banking
- Options and Futures
- Portfolio Analysis
- Pricing of Securities in Financial Markets

Management and Marketing

This programme provides students with the knowledge of managing organisations with a specialisation in marketing. The units cover management practices and processes used in organisations alongside with socio-cultural perspective on markets, customers and consumers.

- Advanced Marketing
- Applying E-commerce in Business
- Brand Management
- Business Ethics
- Business Strategy
- Consumer Behaviour
- Digital Marketing and Social Media
- Human Resource Management
- International Business Environment
- Leadership in Organisations
- Management Accounting 1
- Management Accounting 2
- Management Psychology
- Management, Innovation and New Technology
- Marketing Management
- Organisational Behaviour

Please refer to page 50 for programme entry requirements

ADMISSION CRITERIA

Kaplan Higher Education Academy in Singapore is part of Kaplan Inc, a leading international provider of educational and career services for individuals, schools, and businesses. Kaplan serves students of all ages through a wide array of offerings, including higher education, professional qualifications, and corporate training.

Diploma Entry Requirements

- Completion of Year 12 of Studies or equivalent
- Completion of less than Year 12 of Studies (to be taken into consideration if it is an official completion of high school education in student's country of origin)
- Other private or foreign qualifications (to be assessed based on equivalence to GCE A-Level Examinations)

English Entry Requirements

- IELTS 6.0 or equivalent
- Minimum 1 pass for GCE A-Level (Grade E and above in any subject conducted in English)
- Successful pass of Kaplan English Placement Test
- Successful pass of Kaplan Diploma in Professional Business English (PBEP) Level 5

Bachelor's Degree Entry Requirements

- Kaplan Diploma
- Polytechnic Diploma
- Other level of Diploma qualifications (to be assessed on a case-by-case basis)
- The final admission decision rests with the University.
- IELTS 6.0-6.5 (to be assessed by the University)

Master's Degree Entry Requirements

- A relevant Bachelor's Degree
- IELTS 6.5 or equivalent
- The final admission decision rests with the University.

KAPLAN SCHOLARSHIP SCHEME

Kaplan Scholarship Scheme awards scholarships to students who have done well academically to pursue their Bachelor's or Master's Degree programme at Kaplan Higher Education Academy. Students need to meet the following pre-requisites set by Kaplan Higher Education Academy to be eligible for the scholarship scheme.

Scholarship Scheme

With effect from 1 Jan 2010, students need to meet the following pre-requisites set by Kaplan Higher Education Academy to be eligible for Kaplan Higher Education Academy's scholarship scheme.

Scholarship Amount for Top 3 in a cohort:

No. 1 in the cohort: \$10,000
No. 2 in the cohort: \$7,500
No. 3 in the cohort: \$5,000

Criteria:

- All modules must achieve an attendance rate of 90% and above.
- All modules must be passed at first attempt.
- All modules must achieve an average mark of 85.
- Student must be enrolled in either a Bachelor's or Master's Degree programme by Kaplan's partner university after completion of their Kaplan Diploma or partner university Bachelor's Degree programme respectively.
- Student has paid the first instalment of the respective enrolled programme.

The scholarship amounts will be credited into the programme fees of the Bachelor or Master's Degree programmes the students have enrolled in. Students need to pay the programme fees according to the payment plans, until the remaining programme fees sum up to the respective scholarship amounts.

APPLICATIONS

Applications and Selection

Considerable care is taken by the university and Kaplan Higher Education Academy in the selection of students. Usually, the university and Kaplan Higher Education Academy take about 3 weeks to process each application. Therefore, it is advisable for potential student to apply for admission at least 6 weeks before the start of each intake.

Student's Pass Application (International Students)

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid Student's Pass for their full-time study in Singapore.

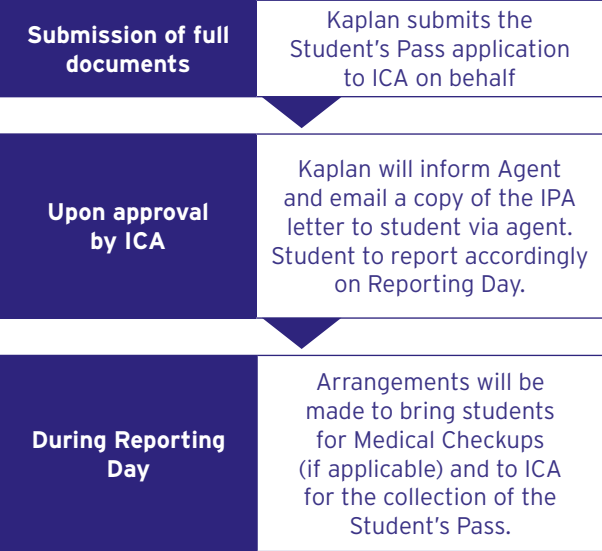
Documents to be submitted for Student's Pass application:

- Completed Student's Pass Application forms: Form 16 and V36
- Certified/Notarised copy of Birth Certificate, Highest Academic Qualification, Highest Academic Transcripts and Band Statements/ Fixed Deposit Account/Saving Account
- Employer's letter certifying applicant's occupation and salary (if applicable)



- Employer's letter certifying parent's occupation and salary (if applicable)
- Passport-sized photograph of student (full colour on white background)

The Student's Pass is applied by Kaplan Higher Education Academy on behalf of the student and the whole approval process starting from submission of full documents and information to issuance of the In-Principle Approval of the Student's Pass is expected to take between 3-4 weeks in general.



Note: Transport will be provided

Students must bring along the following documents on Reporting Day for the completion of the Student's Pass formalities:

Documents to be submitted for Student's Pass application:

- Passport
- Passport-sized photograph of student (full colour on WHITE background)
- Cash of \$90 (to pay for the Student's Pass card)
- Address in Singapore
- Old Student's Pass (if applicable)
- Student's Pass (old) Cancellation Letter (if applicable)
- Arrival Card (Immigration White Card)

**Student's Pass Information**

All Student's Pass holders have to ensure that their purpose of holding a valid Student's Pass in Singapore is for educational purposes.

- Student's Pass holders are to ensure that their attendance has to be 90% and above.
- Student's Pass holders are only eligible to study in Singapore with a valid Student's Pass.

- Student's Pass holders are only allowed to study in Singapore with Kaplan Higher Education Academy which is stated in the Student's Pass application.
- Student's Pass holders should not engage in any form of employment or attend any industrial attachment/internship programme, whether paid or unpaid, without a valid work pass issued by Ministry of Manpower.
- Student's Pass holders should not commit criminal offences, consume drugs and participate in political activities.

Should Student's Pass holders breach the undertaking, the Controller of Immigration will cancel the Student's Pass and he/she will have to leave Singapore within 24 hours. If Student's Pass holders do not meet the attendance percentage requirements, Kaplan Higher Education Academy will report to ICA immediately.

**EduTrust**

Kaplan Higher Education Academy has achieved EduTrust Certification. As required by the Committee for Private Education (CPE), it has put in place mandatory requirements which include the fee protection scheme, medical insurance coverage and the use of a standard PEI-student contract.

**Fee Protection Scheme (FPS)**

Under the Fee Protection Scheme (FPS), Kaplan Higher Education Academy has put in place an insurance arrangement that ensures fees paid by students to the school are insured by Lonpac Insurance Bhd, a CPE appointed service provider. The insurance protection serves to protect the students' fees in the event a Private Education Institution (PEI) is unable to continue operations due to insolvency, and/or regulatory closure. Furthermore, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts. The FPS is compulsory for all local and international students taking programmes at PEIs seeking EduTrust certification. FPS applies to all programmes with duration of more than 1 month or 50 hours. Students enrolled in these programmes will be required to pay a fee for FPS which varies depending on the fees of the programmes insured.

**Medical Insurance**

Kaplan Higher Education Academy has put in place medical insurance under which all its students (except those specifically allowed to opt out under EduTrust certification guidelines) will be covered for hospitalisation, outpatient and related medical treatment for the entire programme duration. AXA Insurance Singapore Pte Ltd has been appointed as the insurance provider. The fee payable for the entire

duration of the programme is indicated in the fee schedule of the student contract.

**Singaporeans/PRs and Non-STP international**

Students who are already covered by their own medical insurance plan (with an annual limit not less than S\$20,000) may be exempted from the plan provided by Kaplan Higher Education Academy. Students signing a new PEI-student contract can opt out from the medical insurance coverage by indicating in the contract and providing a copy of their medical insurance policy. CPE has mandated that students who opt out must produce their medical insurance policy for verification by the PEI. Kaplan Higher Education Academy will only exempt students who submit a copy of their medical insurance policy for opting out.

**Standard Student Contract**

It is a mandatory requirement by the CPE that all students, both local and international, sign the student contract with Kaplan Higher Education Academy upon the acceptance of the offer made by Kaplan Higher Education Academy during the admission process. (Note: Student contract will not be required for non-award programmes with a duration of less than 50 hours or 1 month). The student contract serves to minimise future disputes and hence, has to be completely understood by students prior to make programme fee payment.

Please refer to CPE website ([www.cpe.gov.sg](http://www.cpe.gov.sg)) for details on EduTrust, fee protection scheme, medical insurance coverage and standard PEI-student contract.

**HOW TO APPLY**

All applications must be submitted to Kaplan Higher Education Academy at least 1 month before the start of each intake.

**Documents required for the programme application:**

- Duly completed application form
- Certified/notarised copy of highest qualification certificates and transcripts
- 2 Passport-size photos (full colour)
- Programme application fee
- Photocopy of passport
- Birth certificate
- Bank Statement (if applicable)
- Employment letter certifying applicant's occupation and salary (if applicable)
- Employment letter certifying parent's occupation and salary (if applicable)
- Personal statement/statement of intention (if applicable)
- Latest Curriculum Vitae (if applicable)

**REFUND POLICY**

**1. Refund for Withdrawal Due to Non-Delivery of Programme:**

Kaplan will notify the student within three (3) working days upon knowledge of any of the following

- It does not commence the programme on the programme commencement date;
- It terminates the programme before the programme commencement date;
- It does not complete the programme by the programme completion date;
- It terminates the programme before the programme completion date;
- It has not ensured that the student meets the programme entry or matriculation requirement as set by the organisation stated in Schedule A within any stipulated timeline set by CPE; or
- The Student's Pass application is rejected by Immigration and Checkpoints Authority (ICA).

The student should be informed in writing of alternative study arrangements (if any), and also be entitled to a refund of the entire Programme Fees and Miscellaneous Fees already paid should the student decide to withdraw, within seven (7) working days of the above notice.

%	If student's written notice of withdrawal is received
100%	More than [60] days before the programme commencement date
70%	Before, but not more than [60] days before the programme commencement date
30%	Before, but not more than [30] days before the programme commencement date
10%	Before, but not more than [7] days before the programme commencement date
0%	On or after the programme commencement date

**2. Refund for Withdrawal Due to Other Reasons:**

If the student withdraws from the programme for any reason other than those stated in (i) to (vi), the PEI will, within seven (7) working days of receiving the student's written notice of withdrawal, refund to the student an amount based on the refund table.

**3. Refund During Cooling-Off Period:**

The PEI will provide the student with a cooling-off period of seven (7) working days after the date that the Contract has been signed by both parties. The student will be refunded the highest percentage (stated in the refund table) of the fees already paid if the student submits a written notice of withdrawal to the PEI within the cooling-off period, regardless of whether the Student has started the programme or not.

ENGLISH



DIPLOMA IN PROFESSIONAL BUSINESS ENGLISH  
(Only for students who do not meet English requirements)

Level 1	Beginner	160 contact hours
Level 2	Elementary	160 contact hours
Level 3	Pre-Intermediate	160 contact hours
Level 4	Intermediate	160 contact hours
Level 5	Upper Intermediate	160 contact hours

FOUNDATION



CERTIFICATE IN FOUNDATION STUDIES  
3 Modules / Duration: 2 months

DIPLOMA



DIPLOMA PROGRAMMES  
8 Modules / Duration: 8 months

Diploma in Commerce (Business Administration)
Diploma in Commerce (Hospitality and Tourism Management)
Diploma in Commerce (Logistics and Supply Chain Management)
Diploma in Commerce (Human Resource Management)
Diploma in Commerce (General Studies)
Diploma in Commerce (Finance and Banking)
Diploma in Commerce (Marketing Management)
Diploma in Accountancy
Diploma in Business and Information Management
Diploma in Business and Law
Diploma in Computer Forensics
Diploma in Counselling
Diploma in Events Management
Diploma in Information Technology
Diploma in Legal Studies
Diploma in Mass Communication
Diploma in Property Management

BACHELOR'S DEGREE



BACHELOR OF BUSINESS  
DOUBLE MAJORS

24 Modules / Duration: 28 months

- Management and Marketing
- Hospitality and Tourism Management and Marketing
- Hospitality and Tourism Management and Management

BACHELOR OF SCIENCE  
DOUBLE MAJORS

24 Modules / Duration: 28 months

- Cyber Forensics and Information Security and Computer Science

BACHELOR'S DEGREE



BACHELOR OF SCIENCE (Honours) (TOP-UP)  
12 Modules / Duration: 18 months

- Business and Management
- Management with Accounting
- Management with International Business
- Management with Marketing



BACHELOR OF SCIENCE (Honours) (TOP-UP)  
14 - 16 Modules / Duration: 18 months

- Accounting and Finance
- Banking and Finance
- Management and Marketing



BACHELOR OF BUSINESS  
DOUBLE MAJORS

12 - 18 Modules / Duration: 28 months\*

- Accounting
- Banking
- Business Law
- Economics
- Finance
- Hospitality and Tourism Management
- Human Resource Management
- International Business
- Marketing
- Management

BACHELOR OF ARTS  
DOUBLE MAJORS

12 - 22 Modules / Duration: 28 months\*

- Communication and Media Studies
- Public Relations
- Tourism and Events
- Web Communication

BACHELOR OF ARTS SINGLE/  
DOUBLE MAJORS

16 - 22 Modules / Duration: 36 months\*

- Psychology

BACHELOR OF SCIENCE  
DOUBLE MAJORS

12 - 16 Modules / Duration: 28 months\*

- Business Information Systems
- Computer Science
- Cyber Forensics and Information Security

\* Students can complete the programme in 16 - 24 months based on recognition of prior learning

BACHELOR'S DEGREE



BACHELOR OF ARTS (Honours) (TOP-UP)  
11 Modules and 1 Dissertation / Duration: 16 months

- Business with International Management
- International Hospitality and Tourism Management
- Mass Communication with Public Relations



BACHELOR OF BUSINESS STUDIES  
(Honours) (TOP-UP)

12 Modules / Duration: 18 months

- Banking and Wealth Management
- Business with Law
- Finance
- Human Resource Management
- Information Management
- Logistics and Supply Chain Management
- Management
- Marketing
- Project Management



BACHELOR OF ARTS (Honours) (TOP-UP)  
12 Modules / Duration: 18 months

- Accountancy and Financial Management

MASTER'S DEGREE



MASTER OF SCIENCE

6 Modules with 2 Research Papers / Duration: 12 months

- Finance
- Management



MASTER OF SCIENCE

8 Modules and 1 Dissertation / Duration: 15 months

- Marketing Management



PROGRAMME LIST 2017

UNIVERSITY	PROGRAMMES	COMMENCEMENT DATE	PROGRAMME DURATION	(A) PROGRAMME FEE (WITH GST)	(B) INTERNATIONAL STUDENT APPLICATION FEE (WITH GST)	(C) INTERNATIONAL STUDENT ADMIN FEE (WITH GST)	TOTAL FEE (A+B+C)	INSTALMENTS
Kaplan Higher Education Academy, Singapore	Diploma in Professional Business English Programme (PBEP)	11 Aug 2017, 12 Oct 2017, 13 Dec 2017	10 months/ 2 months	S\$11,502.50	S\$492.20	S\$749	S\$12,743.70	1
				S\$2,300.50			S\$3,541.70	
	Certificate in Foundation Studies (CFS)	14 Jul 2017 15 Sep 2017 15 Nov 2017	2 months	S\$3,691.50			S\$4,932.70	
	Preparatory Course for Singapore - Cambridge GCE O-Level Examination *Excludes optional modules: Chinese (\$1,605) Geography (\$3,210)	Monthly 2017	12 months - 24 months	S\$12,305*			S\$13,546.20	
	Kaplan Diploma Programmes	28 Aug 2017 30 Oct 2017 28 Dec 2017	8 months	S\$11,556			S\$12,797.20	
	English Experience Programme (EEP)	Monthly 2017	S\$1,070	S\$74.90	Not Applicable	S\$1,144.90		
	Degree Experience Programme (DEP)	To be advised				S\$1,144.90		
	Study Tour	To be advised	To be advised			To be advised		To be advised
University College Dublin, Ireland	Bachelor of Business Studies (Honours) (Top-up) • Banking and Wealth Management • Business with Law • Finance • Human Resource Management • Information Mangement • Logistic and Supply Chain Management • Management • Marketing • Project Management	11 Oct 2017	18 months	S\$29,211	S\$492.20	S\$749	S\$30,452.20	2
	Master of Science • Finance • Management	23 Oct 2017	18 months	S\$27,392			S\$28,633.20	
Murdoch University, Australia	Bachelor of Business Double Majors • Accounting • Banking • Business Law • Economics • Finance • Hospitality and Tourism Management • Human Resource Mangement • International Business • Management • Marketing	4 Sep 2017	28 months#	16 Modules @ S\$27,734.40 (S\$1,733.40 per module)	S\$492.20	S\$749	S\$28,975.60 (Total fees based on 16 modules, additional modules required will be charged at per modules fees)	2
	Bachelor of Arts Double Majors • Communications and Media Studies • Tourism and Events • Public Relations • Web Communication							
	Bachelor of Science Double Majors • Business Information System • Computer Science • Cyber Forensics and Information Security						36 months#	S\$28,504.80 - S\$38,905.20
	Bachelor of Arts Single/Double Majors • Psychology							
	Bachelor of Business Double Majors • Management and Marketing • Hospitality and Tourism Management and Marketing • Hospitality and Tourism Management and Management Bachelor of Science Double Majors • Cyber Forensics and Information Security and Computer Science		28 months	S\$41,601.60			S\$42,842.80	3
Northumbria University, United Kingdom	Bachelor of Arts (Honours) (Top-up) • Business with International Management • International Hospitality and Tourism Management • Mass Communication with Public Relations	25 Sep 2017, 24 Nov 2017	16 months	S\$23,005	\$492.20	S\$749	S\$24,246.20	2
	Master of Science • Marketing Management	11 Sep 2017	15 months	S\$22,470			S\$23,711.20	
Royal Holloway University of London, United Kingdom	Bachelor of Science (Honours) (Top-up) • Business and Management • Management with Accounting • Management with International Business • Management with Marketing	1 Nov 2017	18 months	S\$27,820	S\$492.20	S\$749	S\$29,061.20	2
University of Portsmouth, United Kingdom	Bachelor of Arts (Honours) (Top-up) • Accountancy and Financial Management	18 Dec 2017	18 months	S\$23,112	S\$492.20	S\$749	S\$24,353.20	2
University of Essex, United Kingdom	Bachelor of Science (Honours) (Top-up) • Accounting and Finance • Banking and Finance • Management and Marketing	20 Nov 2017	18 months	S\$21,935	S\$492.20	S\$749	S\$23,176.20	2

\* Programme Fee listed is for GCE O-Level Preparatory Programme (12 months duration)  
# Students can complete the programme in 16 - 24 months based on recognition of prior learning  
Note: Information is correct at time of print - July 2017. All prices are quoted in Singapore dollars. Fees are subjected to annual revision.  
Kaplan Higher Education Academy reserves the right to revise the fees and commencement dates without notice.

PROGRAMME INDEX:

Kaplan Higher Education Academy

Diploma in Professional Business English	13
Certificate in Foundation Studies	14
Diploma in Commerce (Business Administration)	15
Diploma in Commerce (Finance and Banking)	15
Diploma in Commerce (General Studies)	15
Diploma in Commerce (Hospitality and Tourism Management)	15
Diploma in Commerce (Human Resource Management)	15
Diploma in Commerce (Logistics and Supply Chain Management)	15
Diploma in Commerce (Marketing Management)	15
Diploma in Accountancy	16
Diploma in Business and Information Management	16
Diploma in Business and Law	16
Diploma in Computer Forensics	17
Diploma in Counselling	17
Diploma in Events Management	17
Diploma in Information Technology	17
Diploma in Legal Studies	18
Diploma in Mass Communication	18
Diploma in Property Management	18
Preparatory Course for Singapore - Cambridge GCE O-Level Examination	19
Degree Experience Program	20
English Experience Program	20
Study Tour	20

University College Dublin

Bachelor of Business Studies (Honours) in Banking and Wealth Management (Top-up)	21
Bachelor of Business Studies (Honours) in Business with Law (Top-up)	21
Bachelor of Business Studies (Honours) in Finance (Top-up)	21
Bachelor of Business Studies (Honours) in Human Resource Management (Top-up)	21
Bachelor of Business Studies (Honours) in Information Management (Top-up)	21
Bachelor of Business Studies (Honours) in Logistics and Supply Chain Management (Top-up)	21
Bachelor of Business Studies (Honours) in Management (Top-up)	21
Bachelor of Business Studies (Honours) in Marketing (Top-up)	21
Bachelor of Business Studies (Honours) in Project Management (Top-up)	21
Master of Science in Finance	22
Master of Science in Management	22

Murdoch University

Bachelor of Business in Accounting and Banking	23
Bachelor of Business in Accounting and Business Law	23
Bachelor of Business in Accounting and Economics	23
Bachelor of Business in Accounting and Finance	24
Bachelor of Business in Accounting and Management	24
Bachelor of Business in Accounting and Marketing	24
Bachelor of Business in Banking and Business Law	25
Bachelor of Business in Banking and Finance	25
Bachelor of Business in Banking and Management	25
Bachelor of Business in Banking and Marketing	25
Bachelor of Business in Business in Management and Business Law	26
Bachelor of Business in Business in Management and International Business	26
Bachelor of Business in Business in Management and Marketing	26
Bachelor of Business in Economics and Banking	27
Bachelor of Business in Economics and Business Law	27
Bachelor of Business in Economics and Finance	27
Bachelor of Business in Economics and Management	27
Bachelor of Business in Economics and Marketing	27
Bachelor of Business in Hospitality and Tourism Management and Business Law	28
Bachelor of Business in Hospitality and Tourism Management and Human Resource Management	28
Bachelor of Business in Hospitality and Tourism Management and Management	28
Bachelor of Business in Hospitality and Tourism Management and Marketing	28
Bachelor of Business in Hospitality and Tourism Management and Public Relations	29
Bachelor of Business in Human Resource Management and Business Law	29
Bachelor of Business in Human Resource Management and Management	29
Bachelor of Business in Human Resource Management and Marketing	29
Bachelor of Business in International Business and Finance	30

Bachelor of Business in International Business and Hospitality and Tourism Management	30
Bachelor of Business in International Business and Human Resource Management	30
Bachelor of Business in International Business and Management	31
Bachelor of Business in International Business and Marketing	31
Bachelor of Business in International Business and Web Communication	31
Bachelor of Business in Marketing and Business Law	32
Bachelor of Business in Marketing and International Business	32
Bachelor of Business in Marketing and Public Relations	32
Bachelor of Business in Marketing and Web Communication	32
Bachelor of Arts in Communication and Media Studies and Marketing	33
Bachelor of Arts in Communication and Media Studies and Public Relations	33
Bachelor of Arts in Communication and Media Studies and Web Communication	33
Bachelor of Arts in Psychology	34
Bachelor of Arts in Psychology and Communication and Media Studies	34
Bachelor of Arts in Psychology and Human Resource Management	34
Bachelor of Arts in Psychology and Management	34
Bachelor of Arts in Psychology and Marketing	34
Bachelor of Arts in Psychology and Web Communication	35
Bachelor of Arts in Public Relations and Management	35
Bachelor of Arts in Public Relations and Marketing	35
Bachelor of Arts in Tourism and Events and Business Law	36
Bachelor of Arts in Tourism and Events and Hospitality and Tourism Management	36
Bachelor of Arts in Tourism and Events and Human Resource Management	36
Bachelor of Arts in Tourism and Events and Management	37
Bachelor of Arts in Tourism and Events and Marketing	37
Bachelor of Arts in Tourism and Events and Media Studies	37
Bachelor of Arts in Tourism and Events and Public Relations	37
Bachelor of Arts in Tourism and Events and Web Communication	37
Bachelor of Arts in Web Communications and Communication and Media Studies	38
Bachelor of Arts in Web Communications and Management	38
Bachelor of Arts in Web Communications and Marketing	38
Bachelor of Arts in Web Communications and Public Relations	38
Bachelor of Science in Business Information Systems and Computer Science	39
Bachelor of Science in Business Information Systems and Management	39
Bachelor of Science in Business Information Systems and Web Communication	39
Bachelor of Science in Computer Science and Management	40
Bachelor of Science in Cyber Forensics and Information Security and Computer Science	41
Bachelor of Science in Cyber Forensics and Information Security and Business Information Systems	41
Bachelor of Science in Cyber Forensics and Information Security and Management	41
Bachelor of Business in Management and Marketing	42
Bachelor of Business in Hospitality and Tourism Management and Management	42
Bachelor of Business in Hospitality and Tourism Management and Marketing	43
Bachelor of Science in Cyber Forensics and Information Security and Computer Science	43

Northumbria University

Bachelor of Arts (Honours) in Business with International Hospitality and Tourism Management (Top-up)	45
Bachelor of Arts (Honours) in Business with International Management (Top-up)	45
Bachelor of Arts (Honours) in Mass Communication with Public Relations (Top-up)	46
Master of Science in Marketing Management	46

Royal Holloway, University of London

Bachelor of Science (Honours) in Business and Management (Top-up)	47
Bachelor of Science (Honours) in Management with Accounting (Top-up)	47
Bachelor of Science (Honours) in Management with International Business (Top-up)	47
Bachelor of Science (Honours) in Management with Marketing (Top-up)	47

University of Portsmouth

Bachelor of Arts (Honours) in Accountancy and Financial Management (Top-up)	48
---	----

University of Essex

Bachelor of Science (Honours) in Accounting and Finance (Top-up)	49
Bachelor of Science (Honours) in Banking and Finance (Top-up)	49
Bachelor of Science (Honours) in Management and Marketing (Top-up)	49



**Kaplan City Campus @ PoMo**  
1 Selegie Road  
Level 6, Singapore 188306

**Kaplan City Campus @ Wilkie Edge**  
8 Wilkie Road  
Level 2, Singapore 228095

**General Enquiries**  
Tel: (65) 6733 1877  
Email: [info.sg@kaplan.com](mailto:info.sg@kaplan.com)



[kaplan.com.sg](http://kaplan.com.sg)



Registered with Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG). UEN 199409389H: Validity 20/5/2014 to 19/5/2018. Awarded to Kaplan Higher Education Academy for Computer Science & IT and Communications & Media by JobsCentral Learning, Training & Education Development Awards 2016