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# WELCOME TO KAPLAN

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*We build futures one success story at a time.*



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.

## **Our Higher Education Programmes in Singapore**

Kaplan's higher education division offers comprehensive full-time and part-time programmes, comprising diplomas, degrees and Master's degrees. All our diplomas lead to Bachelor's degree programmes offered by renowned overseas universities. We cover a wide range of disciplines, including Accounting & Finance, Business & Management, Communications & Media, Hospitality & Tourism Management, Humanities & Social Sciences, Information Technology, Law, and Nursing & Allied Health.

The reputation of our quality service standards have won us numerous awards. For 2 years running in 2013 and 2012, we were voted the top 'Preferred Private Education Institution Overall' and in 3 other categories in the JobsCentral Learning Rankings and Survey.

## **An International Atmosphere**

As an international student, you will feel right at home at any of our campuses with a mixture of students from Singapore, China, India, Vietnam, Myanmar, South Korea, Indonesia, Malaysia, Thailand and Russia.

We also benefit from being located in a cosmopolitan city that is a gateway to Asia and beyond. Classes are taught in English, helping students improve their spoken and written English. For students from Asia, studying in Singapore translates into substantial cost-savings in receiving a recognised degree without having to travel too far from home.

Every day, our international students reap the benefits of studying at Kaplan in Singapore.



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# STUDY IN SINGAPORE

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*Singapore is well-recognised for its good infrastructure, safe streets and greenery.*



Our multi-racial city has delighted visitors with its blend of East and West and is a melting pot of cultures. Known as a food paradise, Singapore will not disappoint, from affordable hawker fare to restaurants serving international cuisines. In recent years, Singapore has enhanced its tourist attractions and entertainment destinations, so visitors will have to keep up with the pace of activities in the Lion City.

Located in the heart of Asia, Singapore is easily accessible for international students. English is the main language for communication here, affording ample opportunities for students to improve their English. Furthermore, Singapore possesses a pro-education environment and has a reputation for transparency, as the country is gearing to attract 150,000 international students to its shores by 2015.

Today, Singapore has transformed itself into a dynamic global city, offering 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. Singapore is an important Asian hub for various industries in finance, the arts and sciences, thus growing the employment opportunities here.

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

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# THE KAPLAN CITY CAMPUSES

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*We understand a conducive learning environment is integral to student life.*



We understand that a conducive learning environment, ample facilities, and a place to bond with classmates is integral to student life. We are constantly improving our services and facilities to ensure our students have an optimal studying environment. Our Kaplan City Campuses are also conveniently located in the Dhoby Ghaut district in central Singapore.

**Kaplan City Campus @ PoMo**  
**Kaplan City Campus @ Wilkie Edge**

Kaplan is one of the largest private education institutions in Singapore, spanning over 140,000 sq ft, spread over 2 campuses.

The campuses are located in the heart of the city, a 10-minute walk away from Dhoby Ghaut MRT Interchange station and within 30 minutes from any part of the island. With a focus on providing students with a conducive study environment, both Kaplan City Campus @ PoMo and Kaplan City Campus @ Wilkie Edge are equipped with state-of-the-art classrooms and computer labs, high-speed wi-fi, study and relaxation lounges, a comprehensive library and easy access to food and beverage outlets on campus.



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# STUDYING AT KAPLAN HIGHER EDUCATION ACADEMY

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*Our programmes equip students with the skills and knowledge to pursue careers in their chosen field.*



Our variety of full-time programmes at Kaplan cater to a wide range of student needs, backgrounds and aspirations. We cover disciplines such as Accounting & Finance, Business & Management, Communications & Media, Hospitality & Tourism Management, Humanities & Social Sciences, Information Technology, Language and Law.

Whether you are a high-school graduate ready to embark on a diploma, aspiring to further your education with a recognised foreign university degree, or a working adult looking to seek employment opportunities abroad, Kaplan offers you the flexibility, choice of programmes and support you need.

## Reputation Matters



Cert No. : EDU-2-2023  
Validity : 20/7/2011 - 19/7/2015

When it comes to quality education, reputation matters. Kaplan Higher Education Academy is officially registered with Council for Private Education, and has been awarded with the EduTrust certification which acknowledges the quality excellence in our programmes, services and business operations.

“Here at Kaplan, we create a unique environment to inspire students to excel in their course of study and promote lasting knowledge. The curriculum of our degree programmes are reviewed regularly, in consultation with industry experts, to stay relevant to industry needs. Our diverse range of degree programmes from Europe and Australia cater to the interests and career aspirations of students of various nationalities and educational backgrounds.”

— **Rhys Johnson**

Vice President for Teaching, Learning and Student Support, Kaplan





## A PRIVATE EDUCATION INSTITUTE OF CHOICE

Kaplan has also received various awards which recognise us as a private education institute of choice. The awards include:

### 2013 JobsCentral Learning Survey:

- #1 'Preferred Private Education Institute Overall'
- #1 'Preferred Private Education Institute to Pursue Diplomas'
- #1 'Preferred Private Education Institute to Pursue Bachelor Degrees'
- #1 'Preferred Private Education Institute to Pursue Professional Certifications'
- #2 'Preferred Private Education Institute to Pursue Post-Graduate Degrees'



### 2010, 2013 & 2014 AsiaOne People's Choice Award:

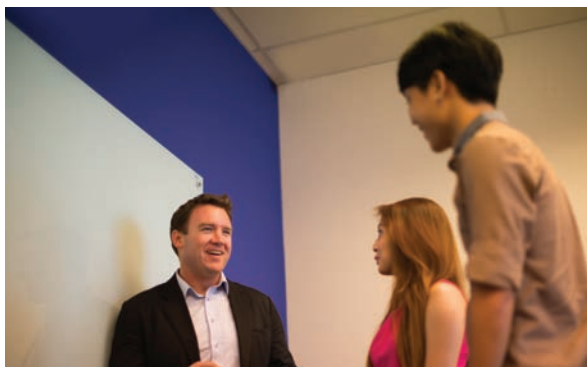
- One of the Top 3 Best Private Schools in Singapore



### Relevant Programmes, Faster Results

Our programmes equip students with the skills and knowledge to pursue careers in their chosen field. We are constantly establishing accreditations by the relevant professional bodies so our students are always a step ahead.

Our programmes also allow students to complete their studies at a faster pace whenever possible, thereby saving time and benefiting our students with affordability. The smaller class sizes encourage discussions and greater interaction with lecturers, while programme managers are also at hand to support and advise on further education opportunities.



### Pathways to Success: Our University Partners

We are continuously forging 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:

- Murdoch University, Australia
- Northumbria University, UK
- Royal Holloway, University of London, UK
- University College Dublin, Ireland
- University of Bedfordshire, UK
- University of Essex, UK
- University of Portsmouth, UK

### Your Gateway for Employment

Your graduation from Kaplan is not the end of your journey in Singapore. Kaplan runs the JobStreet-Kaplan Career Bank with JobStreet, a leading job recruitment website. Our students and alumni receive first-hand updates when employers are hiring. As a city open to international talent, many of Kaplan Singapore's international graduates have gone on to find employment here.

# OUR UNIVERSITY PARTNERS



- Ranked 102<sup>nd</sup> Top University in the world by Times Higher Education World University Rankings for 2013/14
- Ranked 26<sup>th</sup> in the UK by The Complete University Guide 2013
- Member of AMBA, ABS and ACU



University College Dublin  
National University of Ireland

- UCD School of Business holds the prestigious Triple Crown accreditations from AACSB, EQUIS and AMBA
- Ranked in the Top 1% of universities worldwide by Times Higher Education World Universities Ranking 2013/14
- UCD School of Business is ranked 34<sup>th</sup> in Europe by Financial Times Ranking 2013



**Murdoch**  
UNIVERSITY  
PERTH WESTERN AUSTRALIA

- Ranked in the world's Top 2% of higher education institutions by Times Higher Education World University Rankings for 2013/2014
- Ranked in the world's Top 60 universities by Times Higher Education 100 Universities under 50 years old, 2014
- Ranked world's Top 26<sup>th</sup> for the most international university under International Outlook by Times Higher Education World University Rankings 2013/14



- Newcastle Business School ranked Top 25 Business Schools in the UK by The Sunday Times University Guide 2013
- Ranked 64<sup>th</sup> in the UK by The Complete University Guide 2014
- Accreditations from Chartered Institutes from CIPS, CILT and CIM for Logistics and Marketing courses



University of  
Bedfordshire

- Ranked 82<sup>nd</sup> in The Complete University Guide 2013
- Ranked 88<sup>th</sup> in The Times Good University Guide 2013
- Winner of Queen's Award for Enterprise 2011



University of Essex

- Ranked in the world's Top 2% of higher education institutions by Times Higher Education World University Rankings for 2013/14
- Ranked in the world's Top 2% of universities by QS World University Rankings 2013/14
- Ranked in the world's Top 30 universities under 50 years of age by Times Higher Education 100 Under 50 2014



University of  
**Portsmouth**

- Ranked 31<sup>st</sup> in Accounting and Finance courses by The Complete University Guide 2014
- Accredited by CIMA and ICAEW
- Degree designed to allow F1 to F9 exemptions from ACCA



# TESTIMONIALS

*Listen to what our students have to say about the Kaplan experience.*



My sister advised me to study at Kaplan as she was studying at Kaplan too. Kaplan has a variety of courses, reasonable timetables and the overall course duration is short as we do not have to take long school breaks.

**Tran Thi Thanh Hong, Vietnam – Awarded scholarship of S\$10,000**

Bachelor of Science (Hons) in Management,  
University College Dublin, Ireland

The campus provides me with a comfortable study environment, and the experienced lecturers have professional teaching attitudes and are responsible towards our studies. I have learnt a lot of practical skills and concepts that go beyond the textbook.



**Ding Tiantian, China – Awarded Vice Chancellor's Commendation Awards for Academic Excellence**

Bachelor of Commerce in Finance, Murdoch University, Australia



I chose Kaplan Singapore because it is one of the top-ranked private institutions. The lecturers are patient in guiding students, and teaching standards are of high quality, which enables students to perform better in exams and assignments.

**Raunaq Mohapatra, India**

Diploma in Commerce (Hospitality & Tourism Management),  
Kaplan Higher Education Academy

I especially love the lecturers because they taught us practical knowledge which I can relate to in real life. Upon graduating, I was selected to work in a construction firm in Singapore as a payroll executive. I am glad to have received the necessary knowledge which helped me excel in my workplace!



**Florencia Irene Gozali, Indonesia**

Bachelor of Commerce in Accounting and Finance (Double Major)  
Murdoch University Graduate  
Payroll Executive, Singapore Accounting Firm



I chose to study at Kaplan because of the experienced lecturers, staff and a centralised location. Kaplan provides a broad spectrum of recognised courses that are relevant to the needs of the market, and also prepared me to pick up my role at work faster with basic knowledge of financial tools.

**Rex Lee, Malaysia**

Bachelor of Business Studies in Finance, University College Dublin Graduate  
Assistant Compliance Manager, Tokyo Marine Life Insurance Singapore Ltd

For my higher education, I was looking for a school that would expose me to great mix of quality education, cultural and social diversity. Kaplan fulfills all that and is one of the best private schools in Singapore.



**Artem Denisiuk, Russia**

Bachelor of Science (Hons) in Finance,  
University College Dublin, Ireland



I really enjoyed my time with Kaplan. Learning modules such as Corporate Finance Management and Advance Treasury and Risk Management fit my career and my expectations very well. I have met knowledgeable lecturers who gave me a fun learning experience.

**Nguyen Dinh Tien, Vietnam**

Master of Science in Finance  
University College Dublin Graduate  
Project Manager, Wonder World Hanoi

I found that the lecturers here are open to sharing their real-life experiences with the class which helps us to understand the theories from the textbooks better.



**Heo Kyoungyong, Korea**

Bachelor of Science (Hons) in Marketing,  
University College Dublin, Ireland



Studying at Kaplan is a great experience as I made new friends and we helped each other in our studies. I am encouraged to do a lot of self-directed learning, improving my English skills.

**Thanaphorn Jearanaikulvanich, Thailand**

Diploma in Professional Business English,  
Kaplan Higher Education Academy

Kaplan's facilities made it convenient for my self-study and my programme managers were very supportive by sending weekly schedules and study materials. Kaplan offered workshops and various sport activities to enrich my student life. I will definitely share this memorable experience with all my friends back in my country.



**Su Pyae Thae Ngone Soe, Myanmar**

Bachelor of Business Studies in Management  
University College Dublin (2014)

# SUPPORT FOR STUDENTS



To ensure all international students enjoy an exciting study experience, Kaplan is dedicated to creating the best environment to make their stay a memorable one. With an efficient support system to handle all students' needs and a proficient programme management team to oversee all course levels, Kaplan is well-equipped to ensure smooth operations and governance of student welfare.

## Reporting Day & Welcome Orientation

Upon arrival in Singapore, students will be taken through a detailed reporting day. Important information – especially those within the pre-course counselling guide – will be reiterated. Students will be brought to complete their Student's Pass formalities prior to course commencement. Students will also be given a welcome orientation before the 1st lesson to familiarise themselves with the school campus, their fellow classmates, as well as Kaplan's academic and administrative staff (the programme management team) during their course of study. Attendance is therefore compulsory at both events.

## Accommodation

Kaplan provides advice and assistance for international students searching for accommodation, ranging from public housing to private apartments. Students who require accommodation can approach Kaplan to get in contact with vendors who are able to locate for them a suitable place to stay in Singapore.

## CAREER SERVICES

At Kaplan, we help prepare students to make informed choices before entering the work force. We provide proper consultation and guidance via a series of career services helping our students gain a better perspective regarding searching and approaching the career of their choice. We provide the following services designed to provide students the most professional and updated assistance:

- ✓ Personality profiling
- ✓ Career assessment / planning
- ✓ Individual coaching session
- ✓ Workshops for better writing skills for cover letters and resumes
- ✓ Interviewing skills



# STUDENT ACTIVITIES

## *A well-rounded student experience*

Kaplan organises visits to various places of interests, events and workshops for international students. Through such activities, students are given opportunities to interact with fellow local and international students, gain a deeper experience of what Singapore has to offer, and also enhance their skill sets.

### Cultural and Arts (Chinatown)



### Live Shows (Sing It @ Kaplan Contest)



### Student Support Workshops (Critical Thinking Workshop)



### Charity and Community (Heartland Christmas Food Drive)



### Social and Recreation (Treasure Hunt Race)



For more information, visit

<https://campuslife.kaplan.com.sg>

 KaplanCampusLife



## 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.

### Course 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



### UNDERGRADUATE PATHWAYS

You may choose to pursue degrees in the following areas:

- Accounting
- Banking
- Finance

## BACHELOR OF COMMERCE IN

- Accounting
- Accounting and Banking
- 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.

### Course Structure

12-14 units completed in 16-20 months over 4 academic trimesters

### 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
- Company Law
- Accounting Theory and Accountability
- Auditing
- Taxation

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Auditing
- Financial and Credit Management
- Financial Reporting
- Management Accounting
- Strategic Business Planning
- Taxation
- Treasury Management

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

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Banking
- Financial Analysis
- Merchant Banking
- Stockbroking

**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 Human Resources Management
- Strategic Management
- Knowledge and Organisational Learning
- International Management

**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:

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

*\* Common units between the 2 majors will be replaced by general electives units.*

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Banking
- Corporate Finance
- Insurance
- Stockbroking

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Administration and Services
- General Management
- Management Consulting
- Training and Management

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Advertising and Promotions
- Hotel and Convention Services
- Market Research
- Media Planning and Buying
- Public Relations
- Sales

**BACHELOR OF COMMERCE IN**

- Banking and Finance

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.

**Course Structure**

12 units completed in minimum 16 months over 4 academic trimesters

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

**DOUBLE MAJOR OPTIONS****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

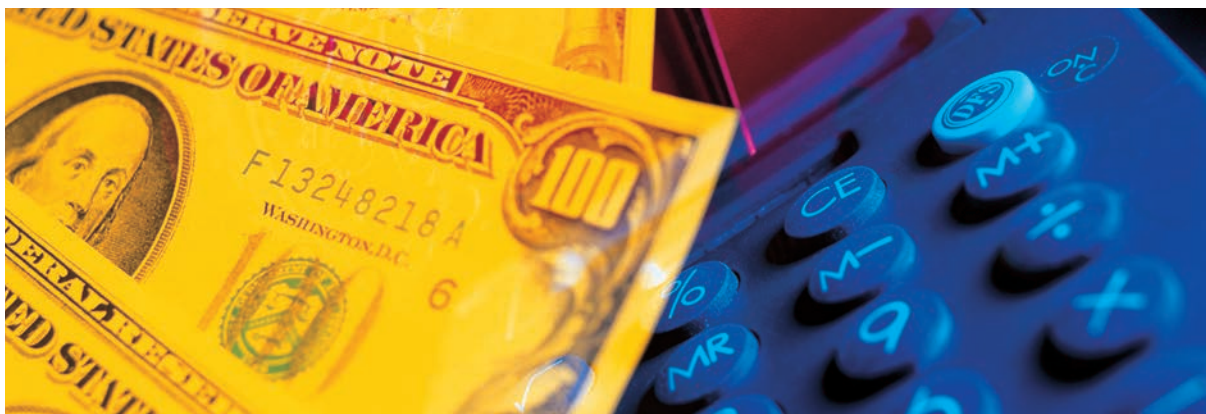
**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Banking
- Financial Analysis
- Merchant Banking
- Stockbroking

## BACHELOR OF COMMERCE

- Finance and Management
- Finance and Marketing



This programme is designed to equip students with skills for careers in finance in the public and private sector and covers corporate finance, treasury management, investment analysis and international finance.

### Course Structure

12 units completed in minimum 16 months over 4 academic trimesters

#### Finance

The programme covers corporate finance, treasury management, investment analysis and international finance, issues related to corporate financial management and international finance.

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

### DOUBLE MAJOR OPTIONS

#### Finance and Management

Students will cover theoretical and technical aspects of management within the banking and finance industry, and develop skills in communication, programme solving, planning, organising, managing change and working cooperatively. In addition to Finance modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management
- Strategic Management
- Knowledge and Organisational Learning
- International Management

#### Finance and Marketing

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

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Banking
- Financial Analysis & Planning
- Futures Trading
- International Finance
- Investment and Retirement Consultancy
- Portfolio Analysis
- Merchant Banking
- Stockbroking

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Brand Management
- Direct Marketing
- Electronic Marketing
- Financial Analysis & Planning
- Future Trading
- Market Research
- Product Management
- Stockbroking and Treasury



## BACHELOR OF BUSINESS STUDIES (HONOURS)

- Banking and Wealth Management
- Finance



University College Dublin  
National University of Ireland



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.

### Course Structure

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

STAGE 1	Exemption granted due to accredited prior learning
STAGE 2	One academic year*
STAGE 3	One academic year*

*\*An academic year is generally a minimum of 9 months duration*

### Core Modules

- Human Resource Management: Strategy and Policy
- Economic Policy and the Global Environment
- Marketing Management
- Cross Cultural Management
- Management of Organisations
- Management Research Project
- Business Strategy
- Project Management

The pathway modules are:

### Banking and Wealth Management

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

### Finance

- Financial Management
- Accounting Information for Managers
- Security Analysis and Portfolio Management
- Treasury and Risk Management

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Banking
- Financial Analysis and Planning
- Futures Trading
- General Management
- International Finance
- Investment and Retirement Consultancy
- Portfolio Analysis
- Merchant Banking
- Stockbroking

## BACHELOR OF SCIENCE (HONOURS)

- Accounting
- Accounting and Finance
- Banking and Finance
- Financial Management



Financial information plays an important role in society because of its centrality in decision-making within a variety of organisations. This programme provides students with the tools to understand and address financial decision-making in organisations today, while familiarising students with the theories and practical application of these concepts in today's economy.

### Course Structure

12 units completed in 18 months over 4 academic terms

#### Accounting

The programme covers preparation of financial statements and budgets, the conceptual framework of accounting, the need for accounting standards and the importance of corporate governance.

- Financial Reporting and Analysis
- Management Accounting 1
- Management Accounting 2
- Applying E-commerce in Business
- Corporate Finance
- Portfolio Analysis
- Introduction to Banking
- Current Issues in Financial Reporting
- Advanced Management Accounting
- Auditing
- Issues in Management Accounting
- International Accounting
- Issues in Financial Analysis
- Corporate Governance

#### 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.

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

#### 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.

- Financial Reporting and Analysis
- Applying E-commerce in Business
- Corporate Finance
- Foundations of Finance
- Portfolio Analysis

- Financial Modelling
- Introduction to Banking
- Pricing of Securities in Financial Markets
- Options and Futures
- Empirical Finance
- Financial Markets and Monetary Policy
- Behavioural Finance
- International Finance
- Bank Risk Management
- International Banking

#### Financial Management

This programme help students acquire a sound knowledge of key management subjects, allowing students to analyse the exciting possibilities and potential dangers that arise when managing others. It also discusses how corporate, social and environmental responsibilities impact on the business organisation.

- Financial Reporting & Analysis
- Corporate Finance
- Portfolio Analysis
- Financial Modelling
- Introduction to Organisational Behaviour
- International Business Environment
- Leadership in Organisations
- Pricing of Securities in Financial Markets
- Options & Futures
- Business Strategy
- Human Resource Management
- Advanced Organisational Behaviour
- Business Ethics
- International Finance
- Risk Management

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Accountancy
- Auditing
- Banking
- Financial Analysis and Planning
- General Management
- International Finance
- Portfolio Analysis

## BACHELOR OF ARTS (HONOURS)

### • Accountancy & Financial Management



This programme brings together the twin disciplines of accounting and finance. The course 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.

#### Course Structure

12 units completed in 18 months over 6 academic terms

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

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Accountancy
- Auditing
- Banking
- Financial Analysis and Planning
- General Management
- International Finance
- Portfolio Analysis

## MASTER OF SCIENCE IN FINANCE



University College Dublin  
National University of Ireland

This course 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.

#### Course 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 and 2 will be prepared concurrently from Term 1 and to be finalised for submission at the end of Term 4.*

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Financial Management
- Business Management
- Retail Management
- Financial Analyst
- International Finance
- Industrial Relations
- Marketing
- Small and Medium Enterprise Management
- Foreign Economic Relations
- International Trade
- International Marketing



## DIPLOMA IN COMMERCE

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



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

### Course Structure

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

#### 4 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

#### Business Economics

This specialisation prepares students to become future business leaders through exposing them to economic concepts, law and finance and their application to the real world.

- Principles of Banking and Finance
- Commercial Law
- Microeconomics A
- Macroeconomics A

#### 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 & 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 & Finance

#### Hospitality & 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 & 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 resource's roles in helping an organisation achieve its goals.

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

#### Logistics & 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 & 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

#### Sales and Retail Management

This specialisation provides student with an understanding the principles of marketing, supply and purchasing processes, selling in the context of the retail sector and retail operations.

- Marketing Principles
- Purchasing Management
- Sales and Service Management
- Retail Operations Management

#### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

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

## BACHELOR OF COMMERCE IN

- International Business and Finance
- International Business and Hospitality & Tourism Management
- International Business and Management
- International Business and Marketing

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.

### Course Structure

12-14 units completed in 16-20 months over 4-5 academic trimesters

#### International Business

- Services Marketing
- Consumer Behaviour
- International Marketing
- Organisational Theory and Behaviour
- Organisation Development and Human Resources Management
- International Management
- Changing Economies of Asia
- International Financial Markets and Institutions
- Chinese Business

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

##### International Business and Hospitality & 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 & Tourism Management modules:

- Tourism and Hospitality Law
- Organisation Development and Human Resources Management\*
- Sustainable Tourism
- Strategic Management
- Destination Management
- 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 Human Resources Management\*
- Strategic Management
- Knowledge and Organisational Learning
- International Management\*

##### 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:

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

\* Common units between the majors will be replaced by general elective units.



#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Banking
- Corporate Finance
- Insurance
- Stockbroking

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Convention Services Management
- General Management
- Public Relations
- Sales & Marketing
- Resort Office Management
- Tourism Development

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- General Management
- Management Consultancy
- Training and Management

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Hotel & Convention Services
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales

## BACHELOR OF COMMERCE IN

- 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.

### Course Structure

12 units completed in minimum 16 months over 4 academic trimesters

#### 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.

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management
- Human Resource Economics
- Advanced Human Resource Perspectives
- Employment Relations in Asia

### DOUBLE MAJOR OPTIONS

#### 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 Human Resources Management\*
- Strategic Management
- Knowledge and Organisational Learning
- International Management

#### 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:

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

\* Common units between the majors will be replaced by general elective units.



### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Headhunting
- Human Resource
- Industrial Relations
- Recruitment
- Training and Development

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- General Management
- Management Consultancy
- Training and Management

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Hotel & Convention Services
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales



## BACHELOR OF COMMERCE IN

- 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.

### Course Structure

12 units completed in minimum 16 months over 4 academic trimesters

### Management

These modules 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.

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management
- Strategic Management
- Knowledge and Organisational Learning
- International Management

### Marketing

This programme provides students with 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.

- Marketing and Advertising Law
- Consumer Behaviour
- Marketing Research and Analysis
- International Marketing
- Services Marketing

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- Advertising & Promotions
- General Management
- Hotel & Convention Services
- Management Consultancy
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales
- Training and Management

*\* Common units between the 2 majors will be replaced by general electives units.*

## BACHELOR OF ARTS (HONOURS)

- Business Management
- Business with International Management
- Business with Marketing Management
- Business with Logistics & Supply Management
- International Hospitality & Tourism 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.

### Course Structure

6 core modules and 1 dissertation; students specialise by taking 5 other specialisation modules to be completed in 16 months over 6 terms

### Core Modules

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

The pathway modules are as follows:

### Business Management

- Information Management
- International Business Finance and Trade
- Marketing Management and Strategy
- Strategic Supply Chain Management
- Culture and Organisations

### Business with International Management

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

### Business with Logistics & Supply Chain Management

- Global Supply Chain Management
- Transport and Inventory Management
- Strategic Supply Chain Management
- Innovation and IT in the Supply Chain
- Culture and Organisations

### Business with Marketing Management

- Marketing Planning and Research
- Change, Work and Diversity
- Buyer Behaviour and Integrated Marketing Communications
- Marketing Management and Strategy
- Culture and Organisations

### International Hospitality & Tourism Management

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

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Business Management
- International Marketing
- Marketing
- Supply Chain Management

## BACHELOR OF SCIENCE (HONOURS)



- 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.

### Course Structure

12 units completed in 18 months over 3 academic sessions

### Core Modules

- Strategic Management
- Managerial Accounting
- Marketing Management
- Asia Pacific Multinationals
- The Global Economy
- Modern Business in Comparative Perspective

### Management

- Choose either Strategic Management Accounting OR European Business OR Marketing Research
- Choose either International Financial Accounting OR Multinational Enterprise OR Consumer Behaviour
- Choose either Strategic Finance OR Asia Pacific Multinationals OR Advertising and Promotion in Brand Marketing
- Choose either Accounting for Corporate Accountability OR Clusters, Small Business and International Competition OR E-Commerce

### Management with Accounting

These modules enable students understand issues such as accounting and strategy, the international financial accounting environment, and corporate duties of accountability to third party stakeholders.

- Strategic Management Accounting
- International Financial Accounting
- Strategic Finance
- Accounting for Corporate Accountability
- Choose either Asia Pacific Multinationals OR Advertising and Promotion in Brand Marketing
- Choose either Clusters, Small Business and International Competition OR E-Commerce

### 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 businesses in the European Union.

- European Business
- Multinational Enterprise
- Asia Pacific Multinationals
- Clusters, Small Business and International Competition
- Choose either Strategic Finance OR Advertising and Promotion in Brand Marketing
- Choose either Accounting for Corporate Accountability OR E-commerce

### Management with Marketing

This programme offers students an understanding of market research processes, the complexity of consumer behaviour, contemporary marketing communication in an international context, and the management of E-commerce systems.

- Marketing Research
- Consumer Behaviour
- Advertising and Promotion in Brand Marketing
- E-Commerce
- Choose either Strategic Finance OR Asia Pacific Multinationals
- Choose either Accounting for Corporate Accountability OR Clusters, Small Business and International Competition

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administration
- Banking
- Consultancies
- Education
- Financial services
- Government and Public Sector
- Marketing
- International Business

## BACHELOR OF BUSINESS STUDIES (HONOURS)



University College Dublin  
National University of Ireland

- Business with Law
- Human Resource Management
- Information Management
- Logistics & Supply Chain Management
- Management
- Marketing

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.

### Course 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*
STAGE 3	One academic year*

\*An academic year is generally a minimum of 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
- Project Management

The pathway modules are as follows:

#### Business with Law

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

#### Human Resource Management

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

#### Information Management

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

#### Logistics & Supply Chain Management

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

#### Management

- Operations 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

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- Advertising & Promotions
- Retail Management
- Small & Medium Enterprise Management
- Foreign Economic Relations
- Hotel & Convention Services
- Management
- Management Consultancy
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales
- Training and Management



## BACHELOR OF SCIENCE (HONOURS)

### • Management and Marketing



This programme provides a powerful combination of two disciplines - managing organisations with a specialisation in marketing - both which are of central importance in contemporary society. The management units provide students with knowledge of the processes and practices relating to the management and co-ordination of organisations; while the marketing units further students' understanding of the role of the marketing function in organisations, along with a socio-cultural perspective on markets, customers and consumers.

#### Course Structure

12 units completed in 18 months over 4 academic terms

#### Management and Marketing

- Management Accounting 1
- Management Accounting 2
- Introduction to Organisational Behaviour
- Perspectives on Operations Management
- International Business Environment
- Leadership in Organisations
- Introduction to Marketing
- Marketing Management
- Business Strategy
- Human Resource Management
- Management Psychology
- Management, Innovation and New Technology
- Advanced Organisational Behaviour
- Business Ethics
- Brand Management
- Advanced Marketing

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- Retail Management
- Small & Medium Enterprise Management
- Hotel & Convention Services
- Management
- Management Consultancy
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales
- Training and Management

## MASTER OF SCIENCE IN BUSINESS

- Financial Management
- Hospitality & Tourism Management
- 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.

#### Course Structure

7 to 8 modules and 1 dissertation, to be completed within 15 months

#### Core Modules

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

The pathway modules are as follows:

#### Financial Management

- International Corporate Finance and Financial Markets
- Fundamentals of Modern Financial Management

#### Hospitality & Tourism Management

- International Hospitality Management
- International Travel Management
- International Tourism Industry: Destinations and Attractions

#### Marketing Management

- Marketing Strategy
- Global Marketing Management
- Relationship Marketing

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Financial Management
- Business Management
- Hospitality and Tourism Management
- International Marketing
- Marketing
- Small and Medium Enterprise Management

## MASTER OF SCIENCE IN MANAGEMENT



University College Dublin  
National University of Ireland



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 course, 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.

### Course Structure

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

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

*\* Research Paper 1 and 2 will be prepared concurrently from Term 1 and to be finalised for submission at the end of Term 4.*

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Financial Management
- Business Management
- Retail Management
- Financial Analyst
- International Finance
- Industrial Relations
- Marketing
- Small and Medium Enterprise Management
- Foreign Economic Relations
- International Trade
- International Marketing

## MASTER OF BUSINESS ADMINISTRATION



This programme will enable students to contribute to a global knowledge economy, emphasising the global context of business and management study and developing their understanding of the integrated nature of management study. Graduates will be able to apply knowledge and understanding of business and management to complex issues to improve their business and management practice.

**Course Structure**

10 modules, to be completed within 12 months

- Accounting for Managers
- Marketing for Managers
- Executive Development
- Leading People in Organisations
- Managing Operations
- Strategic Management
- The Competitive Global Context
- Business and Financial Markets
- Small Business and Entrepreneurship
- Theory into Practice Project

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Financial Management
- Business Management
- Hospitality and Tourism Management
- International Marketing
- Marketing
- Small and Medium Enterprise Management

## DIPLOMA IN MASS COMMUNICATION



This course aims to encompass all essential skills 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.

### Course Structure

8 modules completed in minimum 8 months

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

### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

- Advertising
- Communications & Media
- Journalism
- Marketing
- Public Relations

## BACHELOR OF COMMERCE IN

- Marketing and Public Relations



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.

### Course Structure

12 units completed in minimum 16 months

### 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 and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Community Relations
- Event Management and Sponsorship
- Market Research
- Media Relations
- Media Planning & Buying
- Public Affairs
- Public Relations
- Sales and Marketing

### DOUBLE MAJOR OPTIONS

### Marketing and Public Relations

This major 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
- Communication Research
- Public Relations: Contemporary Approaches
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management



## BACHELOR OF COMMUNICATION IN

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



The course 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.

### Course Structure

12 units completed in minimum 16 months

#### Communication & Media Studies

- Media Audiences and the Public
- Screen Texts
- Documentary
- New Media Technologies
- Cultural and Media Policy
- Media and Globalisation

### DOUBLE MAJOR OPTIONS

#### Communication & 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 & Media Studies modules, students are required to take the following Marketing modules:

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- 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
- Communication Research
- Public Relations: Contemporary Approaches
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Market Research
- Media
- Media Planning & Buying
- Public Relations
- Sales and Marketing

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Community Relations
- Event Management and Sponsorship
- Market Research
- Media Relations
- Media Planning & Buying
- Public Affairs
- Public Relations
- Sales and Marketing

## BACHELOR OF ARTS (HONOURS)

- Mass Communication
- Mass Communication and Advertising
- Mass Communication and Business
- Mass Communication and Public Relations



This course 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.

### Course Structure

8 core modules with 3 specialisation units completed in 16 months

#### Core Modules

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

The pathway modules are as follows:

#### Mass Communication

- New Media Cultures
- Business and Journalism
- Convergent Communication

#### Mass Communication and Advertising

- Advertising: Research and Regulation
- Dynamics of Advertising Campaigning
- Advertising: Brands and Brand Organisation

#### Mass Communication and Business

- Doing Business Globally and Internationally
- Global Marketing and Communication
- Cultures and Organisations

#### Mass Communication and Public Relations

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

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Market Research
- Sales and Marketing
- Media
- Media Planning & Buying
- Media Relations
- Public Affairs
- Public Relations
- Community Relations
- Event Management and Sponsorship

## 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.

### Course 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



### UNDERGRADUATE PATHWAYS

- Hospitality and Tourism Management
- Tourism and Events Management

## BACHELOR OF ARTS IN

- Tourism & Events Management and Hospitality & Tourism Management
- Tourism & Events Management and Human Resource Management
- Tourism & Events Management and Management
- Tourism & Events Management and Marketing
- Tourism & Events Management and Public Relations



This programme 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.

### Course Structure

11-13 units completed in minimum 20 months over 5 academic trimesters

### Tourism & Events Management

Students 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.

- Travel and Tourism in Society
- Social Research Methods
- Sustainable Tourism
- Public Policy Analysis
- Festivals and Events
- Destination Management
- Events, Policy and Evaluation

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Community Development
- Event Planning and Promotion
- State and Event Development
- Tourism Management

### DOUBLE MAJOR OPTIONS

### Tourism & Events Management and Hospitality & 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 & Events Management modules, students are required to take the following Hospitality & Tourism Management modules:

- Tourism and Hospitality Law
- Organisation Development and Human Resource Management
- Sustainable Tourism\*
- Strategic Management
- Destination Management\*
- Advanced Human Resource Perspectives

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Convention Services Management
- Market Research
- Media Planning & Buying
- Public Relations
- Sales and Marketing
- Tourism and Hospitality Management



## Tourism & Events 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 Tourism & Events Management modules, students are required to take the following Human Resource Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management
- Human Resource Economics
- Advanced HR Perspectives
- Employment Relations in Asia

## CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Headhunting
- Human Resource
- Industrial Relations
- Recruitment
- Training and Development

## Tourism & Events 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 Tourism & Events Management modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management
- Strategic Management
- Knowledge and Organisational Learning
- International Management

## CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- General Management
- Management Consultancy
- Training and Management

## Tourism & Events Management and Marketing

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

- Marketing and Advertising Law
- Marketing Management
- Consumer Behaviour
- Marketing Research and Analysis
- Strategic Marketing
- Services Marketing

## CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Hotel & Convention Services
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales

## Tourism & Events Management and Public Relations

This major 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 & Events Management modules, students are required to take the following Public Relations modules:

- Media Relations
- Communication Research
- Public Relations: Contemporary Approaches
- Public Relations in Society
- Campaign Management
- Issues and Crisis Management

## CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Community Relations
- Event Management and Sponsorship
- Market Research
- Media Relations
- Media Planning & Buying
- Public Affairs
- Public Relations
- Sales and Marketing

*\* Common units between the majors will be replaced by general elective units.*

## BACHELOR OF COMMERCE IN

- Hospitality & Tourism Management and Human Resource Management
- Hospitality & Tourism Management and Management
- Hospitality & Tourism Management and Marketing



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.

### Course Structure

12 units completed in minimum 16 months

#### Hospitality & Tourism Management

- Tourism and Hospitality Law
- Organisation Development and Human Resource Management
- Sustainable Tourism
- Strategic Management
- Destination Management
- Advanced HR Perspectives

### DOUBLE MAJOR OPTIONS

#### Hospitality & 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 & Tourism Management modules, students are required to take the following Human Resource Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management\*
- Human Resource Economics
- Advanced Human Resource Perspectives\*
- Employment Relations in Asia

#### Hospitality & 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 & Tourism Management modules, students are required to take the following Management modules:

- Organisational Theory and Behaviour
- Workplace Law
- Organisation Development and Human Resources Management\*
- Strategic Management\*
- Knowledge and Organisational Learning
- International Management

#### Hospitality & 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 & Tourism Management modules, students are required to take the following Marketing modules:

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Headhunting
- Human Resource
- Industrial Relations
- Recruitment
- Training and Development

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- General Management
- Management Consultancy
- Training and Management

#### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Hotel & Convention Services
- Marketing
- Market Research
- Media Planning & Buying
- Public Relations
- Sales

## 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.



### Course Structure

8 units completed in minimum 8 months

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

### UNDERGRADUATE PATHWAYS

- Counselling
- Psychology

## BACHELOR OF ARTS IN

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



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 course 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.

### Course Structure

12 units completed in 16-24 months over 4-6 academic trimesters

### Psychology

- Introduction to Psychological Science
- Introduction to Applications of Psychology
- Introduction to Psychological Research Methods
- Psychology: Human Development
- Psychology: Social Bases of Behaviour
- Psychology: Measurement, Design and Analysis
- Psychology: Abnormal Behaviour
- Psychology: Cognitive Processes
- Psychology: Biological Bases of Behaviour
- Psychology: Advanced Quantitative Research Methods
- Psychology: Work and Organisations\*
- Psychology: Safety, Errors and Accidents\*

*\* Included in single major BA in psychology*



## DOUBLE MAJOR OPTIONS

**Psychology and Communication & Media Studies**

The course 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.

- Media Audiences and the Public
- Screen Texts
- Documentary
- New Media Technologies
- Cultural and Media Policy
- Media and Globalisation

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Advertising
- Communications & Media
- Journalism
- Marketing
- Public Relations

**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
- Organisation Development and Human Resources Management
- Human Resource Economics
- Advanced Human Resource Perspectives
- Employment Relations in Asia

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Headhunting
- Human Resource
- Industrial Relations
- Management
- Recruitment
- Training and Development

**Psychology and Management**

Students 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 Human Resources Management
- Knowledge and Organisational Learning
- Strategic Management
- International Management

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Administrative and Service Management
- General Management
- Management Consultancy
- Training and Management

**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:

- Marketing and Advertising Law
- Integrated Marketing Communications
- Consumer Behaviour
- Strategic Marketing
- Marketing Research and Analysis
- Services Marketing

**CAREER OPPORTUNITIES**

After graduating, you may seek career opportunities in:

- Advertising & Promotions
- Hotel and Convention Services Management
- Market Research
- Media Relations
- Media Planning & Buying
- Public Relations
- Sales and Marketing

## DIPLOMA IN BUSINESS & INFORMATION MANAGEMENT



This course 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.

### Course Structure

8 units completed in minimum 8 months

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

### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

- Data Communications
- Data Management
- Information Systems
- Multimedia
- Programming

## DIPLOMA IN COMPUTER FORENSICS



This course 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.

### Course Structure

8 units completed in minimum 8 months

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

### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

- Computer Science
- Data Communications
- Data Management
- Information Systems
- Multimedia
- Programming

## DIPLOMA IN INFORMATION TECHNOLOGY



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

### Course 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

### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

- Computer Science
- Data Communications
- Data Management
- Information Systems
- Multimedia
- Programming

## DIPLOMA IN WEB TECHNOLOGIES

This course introduces students to the different web technologies commonly used in website development today. The course exposes students to computer arithmetic, computer science, networking equipment and techniques, multimedia development, basic concepts of database management, mobile application design and the creation of dynamic and robust websites with PHP.

### Course Structure

8 units completed in minimum 8 months

- Computational Mathematics and Computer Architecture
- Introduction to Computer Science
- Introduction to Programming using Java
- Introduction to Database Design and Development
- Introduction to Multimedia and the Internet
- Introduction to Data Communications
- Programming and Design of Mobile Applications
- Web Programming using PHP



### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

- Computer Science
- Data Communications
- Data Management
- Information Systems
- Multimedia
- Programming

## BACHELOR OF SCIENCE IN

- Business Information Systems and Computer Science



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.

### Course Structure

#### Business Information Systems

12 units and completed in minimum 16 months over 4 academic trimesters

- Systems Analysis and Design
- Advanced Business Analysis and Design
- Business Intelligence Tools and Techniques
- Human-Computer Interaction
- Knowledge Management Techniques
- Databases
- Information Technology Project

### DOUBLE MAJOR OPTIONS

#### Business Information Systems & Computer Science

This course 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
- Databases\*
- Systems Analysis and Design\*
- Software Architectures
- Operating Systems and Systems Programming
- Information Technology Project\*

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Computer Systems Analysis
- Database Administration
- Database Development
- Forensic Auditor
- Forensic Investigation
- Help Desk
- Internet Security
- IT Consultancy
- Network Administration
- Network Analysis
- Network Management
- Programming
- Software Engineering
- System Administrators
- System and Business
- Analysis User Support

\* Common units between the 2 majors will be replaced by general electives units.

## BACHELOR OF SCIENCE IN

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



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.

### Course Structure

12 units completed in minimum 16 months

#### Cyber Forensics, Information Security and Management

- Databases
- Systems Analysis and Design
- Cyber Forensics
- Knowledge Management Techniques
- Forensic Data Analysis
- Information Security Management

### DOUBLE MAJOR OPTIONS

#### Cyber Forensics, Information Security and Management & Computer Science

This course 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
- Information Technology Project

#### Cyber Forensics, Information Security and Management & Business Information Systems

This course 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:

- Business Intelligence Tools and Techniques
- Databases\*
- Systems Analysis and Design\*
- Knowledge Management Techniques
- Information Technology Project
- Advanced Business Analysis and Design

### CAREER OPPORTUNITIES

After graduating, you may seek career opportunities in:

- Computer Systems Analysis
- Database Administration
- Database Development
- Forensic Auditor
- Forensic Investigation
- Help Desk
- Internet Security
- IT Consultancy
- Network Administration
- Network Analysis
- Network Management
- Programming
- Software Engineering
- System Administrators
- System and Business
- Analysis User Support

\* Common units between the 2 majors will be replaced by general electives units.



## DIPLOMA IN BUSINESS AND LAW



This course aims to equip 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.

### Course 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

### UNDERGRADUATE PATHWAYS

Graduates may choose to pursue degrees in the following areas:

- Business Management
- Law

## DIPLOMA IN PARALEGAL STUDIES



The course 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, and possess in-depth to continue to higher level studies.

### Course Structure

8 modules completed in 8 months

- Accounting for Managers
- Introduction to Management
- Introduction to Paralegal Studies
- Legal Research and Writing
- Land Law Conveyance
- Wills and Estates
- Family Law

### UNDERGRADUATE PATHWAY

- Business
- Human Resource
- Psychology

## CERTIFICATE IN FOUNDATION STUDIES

The Certificate in Foundation Studies (CFS) is a foundation course for students who do not meet the minimum entry requirement needed for the full-time Kaplan diploma study.

Students will build up core skills required for tertiary study, including: academic English language skills such as reading, writing, listening and speaking; critical thinking skills such as critical reading, and analytical skills; and basic mathematical skills allowing students to apply basic mathematical concepts.

### Course Structure

3 subjects completed in 2 months

- English for Academic Purposes
- Critical Thinking
- Mathematics



## DIPLOMA IN PROFESSIONAL BUSINESS ENGLISH

Intake: February / April / June / August / October/ December



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 programme (i.e. IELTS 5.5, TOEFL IBT 65-78 or a pass in GCE 'O' level English or equivalent) 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 course, 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.

### COURSE OUTLINE

Level 1 – Beginner (Academic English)



Level 2- Elementary (Academic English)



Level 3 – Pre-Intermediate (Academic English)



Level 4 – Intermediate (Academic English)



Level 5 – Upper-Intermediate (Academic English)

### PROGRESSION CHART

Entry Requirement	PBEP Levels	Estimated Duration
(I) 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

## PREPARATORY COURSE FOR SINGAPORE-CAMBRIDGE GENERAL CERTIFICATE OF EDUCATION (ORDINARY LEVEL) EXAMINATION



This preparatory course equips and prepares students for the GCE 'O' Level Examination to progress into various pathways including Kaplan diploma, local junior colleges and polytechnics and Kaplan international colleges. Students attend interactive lectures and tutorials taught by experienced lecturers. Full scholarships are available, subject to terms and conditions.

### Course Structure

7 modules completed in 12 months

### Compulsory Modules

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

### Optional Modules

- Chinese
- Geography

## 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.

### Course Structure

8 modules completed 48 hours

### Participating Universities

#### Royal Holloway, University of London

Ranked 102<sup>nd</sup> Top University in the world by Times Higher Education 2013/14

#### University College Dublin

UCD School of Business holds the prestigious Triple Crown accreditations from AACSB, EQUIS and AMBA

#### Northumbria University

Newcastle Business School ranked Top 25 Business School in the UK by The Sunday Times University Guide 2013

#### 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.

**Course Structure**  
3 weeks

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### 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 could 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.

**Course Structure**  
To be advised



# ADMISSION CRITERIA



## Diploma Entry Requirement

- Direct entry for GCE 'A' level, Year 12 or equivalent qualifications
- Year 9 to Year 11, GCE 'O' levels or equivalent students will be required to take the Certificate in Foundation Studies
- TOEFL score of 513-547 in paper-based test<sup>^</sup> or
- TOEFL score of 183-210 in the computer-based test<sup>^</sup> or
- TOEFL score of 65-78 in the internet-based test<sup>^</sup> or
- IELTS 5.5 or equivalent
- Successful completion of Kaplan Higher Education Academy – Diploma in Professional Business English programme (PBEP)

*Applications who do not meet the above entry requirements will be assessed on a case-by-case basis.*

*<sup>^</sup>Not applicable to Singaporeans and PR.*

## Bachelor Degree Entry Requirement

- Kaplan Higher Education Academy diploma
- Applicants holding polytechnic diploma, other diploma-level higher diploma or advanced diploma qualifications will be assessed on a case-by-case basis subject to full approval by the university
- IELTS 6.0 to 6.5, as required by university

## 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 i.e., for Bachelor's and Master's degree sign-ups after 1 Jan 2010.

### SCHOLARSHIP AMOUNT FOR TOP 3 IN A COHORT:

No. 1 in the cohort: S\$10,000

No. 2 in the cohort: S\$7,500

No. 3 in the cohort: S\$5,000

### Criteria:

- Attendance must be 95% and above for all modules.
- All modules must be passed at first attempts.
- For all modules, the average mark is 85.
- Enrolled in Kaplan's Bachelor's or Master's programme, after completion of the diploma or degree course and paid the first installment respectively.

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

## APPLICATIONS

### Application 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.

### International Students

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid student pass for their full-time study in Singapore, a minimum of 90% attendance must be attained.

### EduTrust

Kaplan Higher Education Academy has achieved EduTrust Certification. As required by the Council for Private Education (CPE), it has put in place mandatory requirements which include 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 courses at PEIs seeking EduTrust certification. FPS applies to all courses with duration of more than 1 month or 50 hours. Students enrolled in these courses will be required to pay a fee for FPS which varies depending on the fees of the courses 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 course duration. AXA Insurance Singapore Pte Ltd has been appointed as the insurance provider. The fee payable for the entire duration of the course 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 minimize future disputes and hence, has to be completely understood by students prior to make course 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).
- Employer's letter certifying applicant's occupation and salary (if applicable).
- Employer's letter certifying parent's occupation and salary (if applicable).
- Personal statement/statement of intention (if applicable).
- Latest CV (if applicable).

## REFUND POLICY

Kaplan Higher Education Academy shall inform the student immediately within 3 working days if:

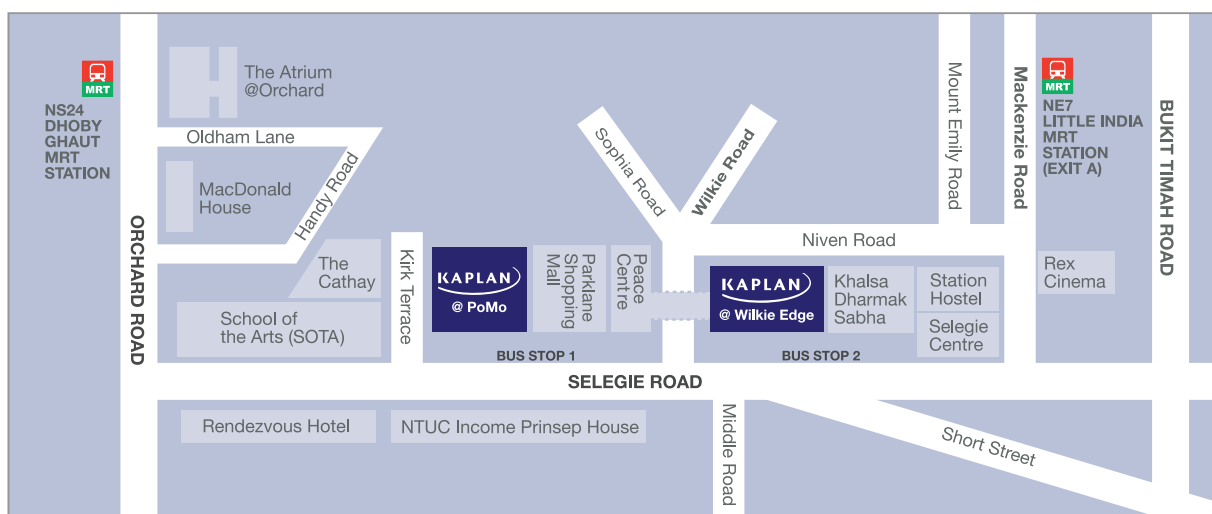
- It fails, for any reason, to commence the course in the course commencement date.
- It terminates the course, for any reason, prior to the course commencement date.
- It fails, for any reason, to complete the course by the course completion date.
- It terminates the course, for any reason, prior to the course completion date.
- The Student's Pass application is rejected by Immigration and Checkpoint Authority (ICA).

Kaplan Higher Education Academy shall, within 7 working days of notifying the student in writing of above circumstances (i) to (iv), provide the student with information and details of the alternative confirmed course arrangement to allow the student to make timely and appropriate decision on the alternative arrangement.

Kaplan Higher Education Academy offers a 7-day cooling off period to students who wish to withdraw after their student contract. Students will receive the maximum refund of the course fees if they withdraw within 7 days of signing the student contract. All withdrawal requests must be presented to Kaplan Higher Education Academy officially in writing.

% of the aggregate amount of the course fees paid	If student's written notice of withdrawal is received
100%	("Maximum Refund") More than [60] days before the course commencement date
70%	Before, but not more than [60] days before the course commencement date
30%	Before, but not more than [14] days before the course commencement date
10%	Before, but not more than [7] days before the course commencement date
0%	On or after the course commencement date

In the event that a student wishes to withdraw from the programme, the application fee and the administrative fee are not refundable. Students are liable to pay (where applicable) fees that are imposed by the government authorities or other external partners. For more information on Fee Protection Scheme and refund policy, please refer to [www.cpe.gov.sg](http://www.cpe.gov.sg).



The Universities and Kaplan Higher Education Academy reserve the right to alter, amend or delete any programme, fee, course, admission requirement, mode of delivery for other arrangements without prior notice. The information contained in this brochure is correct at time of printing (Nov 2014) as supersede or earlier printed brochures.

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# PROGRAMME OVERVIEW

### FOUNDATION

**KAPLAN** HIGHER EDUCATION ACADEMY

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

**Level 1 - Beginner**  
(130 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)

**KAPLAN** HIGHER EDUCATION ACADEMY

**CERTIFICATE IN FOUNDATION STUDIES**

3 modules / Duration: 2 months

- English for Academic Purposes
- Critical Thinking
- Mathematics

- Year 9 to Year 11, GCE 'O' levels or equivalent
- Minimum IELTS overall score of 5.5 or equivalent

### DIPLOMA

**GLOBAL DIPLOMA**

Diploma in Commerce (Business Administration)

Diploma in Commerce (Business Economics)

Diploma in Commerce (Finance & Banking)

Diploma in Commerce (General Studies)

Diploma in Commerce (Hospitality & Tourism Management)

Diploma in Commerce (Human Resource Management)

Diploma in Commerce (Logistics & Supply Chain Management)

Diploma in Commerce (Marketing Management)

Diploma in Commerce (Sales & Retail Management)

8 modules / Duration: min 8 months

**KAPLAN** HIGHER EDUCATION ACADEMY

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 Mass Communication

Diploma in Paralegal Studies

Diploma in Web Technologies

8 modules / Duration: min 8 months

**KAPLAN** HIGHER EDUCATION ACADEMY

- Year 12, GCE 'A' levels or equivalent
- Minimum IELTS overall score of 5.5 or equivalent

### BACHELOR'S

**Murdoch UNIVERSITY**  
PERTH WESTERN AUSTRALIA

**Bachelor of Arts with majors in:**

- Psychology
- Tourism & Events Management

**Bachelor of Commerce with majors in:**

- Accounting
- Banking
- Finance
- Hospitality & Tourism Management
- Human Resource Management
- International Business Management
- Marketing

**Bachelor of Communication with majors in:**

- Communication & Media Studies
- Marketing
- Public Relations

**Bachelor of Science with majors in:**

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

12 modules / Duration: 16 months to 24 months

Double & single majors available

**northumbria UNIVERSITY NEWCASTLE**

**Bachelor of Arts (Honours)**

- Business Management
- Business with International Management
- Business with Marketing
- Business with Logistics & Supply Chain Management
- International Hospitality & Tourism Management
- Mass Communication
- Mass Communication with Advertising
- Mass Communication with Business
- Mass Communication with Public Relations

12 modules / Duration: 16 months

**HOLLOWAY UNIVERSITY OF LONDON**

**Bachelor of Science (Honours)**

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

12 modules / Duration: 18 months

**UCD DUBLIN** University College Dublin National University of Ireland

**Bachelor of Business Studies (Honours)**

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

12 modules / Duration: 18 months

**University of Essex**

**Bachelor of Science (Honours)**

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

12 modules / Duration: 18 months

**University of Portsmouth**

**Bachelor of Arts (Honours)**

- Accountancy & Financial Management

12 modules / Duration: 18 months

- Business diplomas or equivalent in related fields.
- IELTS 6.0 - 6.5 or equivalent (as required by university)
- Plus, additional subjects if necessary.

### MASTER'S

**northumbria UNIVERSITY NEWCASTLE**

**Master of Science in Business**

- Financial Management
- Marketing Management
- Hospitality & Tourism Management

12 modules / Duration: 15 months

**UCD DUBLIN** University College Dublin National University of Ireland

**Master of Science**

- Finance
- Management

8 modules / Duration: 12 months

**University of Bedfordshire**

**Master of Business Administration**

8 modules / Duration: 12 months

- Bachelor's degree from an accredited university.
- IELTS 6.0 - 6.5 (as required by university)



PROGRAMME LIST 2015

	PROGRAMMES	COMMENCEMENT DATE	COURSE DURATION	(A) COURSE FEE AFTER GST	(B) INT'L STUDENT APPLICATION FEE AFTER GST	(C) INT'L STUDENT ADMIN FEE AFTER GST	TOTAL FEE (A+B+C)	
							AFTER GST	INSTALLMENTS
Murdoch University, Australia  Double and single majors available	Bachelor of Arts with majors in: • Psychology • Communication & Media Studies • Human Resource Management • Management • Marketing	5 Jan 2015, 4 May 2015, 7 Sep 2015	28 mths	\$36,123.20	\$492.20	\$642	\$37,257.40	2
	Bachelor of Arts with majors in: • Tourism & Events Management • Hospitality & Tourism Management • Human Resource Management • Management • Marketing • Public Relations		16 mths	\$26,905.15			\$28,039.35	2
	Bachelor of Commerce with majors in: • Accounting • Banking • Economics • Finance • Hospitality & Tourism Management • Human Resource Management • International Business • Management • Marketing • Public Relations		16 mths	\$25,487.40			\$26,621.60	2
	Bachelor of Communication with majors in: • Communication & Media Studies • Public Relations • Marketing		16 mths	\$25,487.40			\$26,621.60	2
	Bachelor of Science with majors in: • Business Information Systems • Computer Science • Cyber Forensics, Information Security and Management		16 mths	\$26,129.40			\$27,263.60	2
Royal Holloway University of London, United Kingdom	Bachelor of Science (Honours): • Management • Management with Accounting • Management with International Business • Management with Marketing	4 May 2015, 2 Nov 2015	18 mths	\$25,680	\$492.20	\$642	\$26,814.20	2
Northumbria University, United Kingdom	Master of Science in Business: • Financial Management • Marketing Management • Hospitality and Tourism Management	23 Mar 2015, 21 Sep 2015	15 mths	\$22,470	\$492.20	\$642	\$23,604.20	2
	Bachelor of Arts (Honours): • Business Management • Business with International Management • Business with Marketing • Business with Logistics and Supply Management • International Hospitality and Tourism Management	23 Mar 2015, 21 Sep 2015	16 mths	\$21,186			\$22,320.20	2
	Bachelor of Arts (Honours): • Mass Communication • Mass Communication with Advertising • Mass Communication with Business • Mass Communication with Public Relations	22 Jun 2015, 23 Nov 2015	16 mths	\$21,186			\$22,320.20	2
University College Dublin, Ireland	Master of Science: • Finance • Management	13 Apr 2015, 15 Oct 2015	12 mths	\$25,680	\$492.20	\$642	\$26,814.20	2
	Bachelor of Business Studies (Honours): • Banking and Wealth Management • Business with Law • Finance • Human Resource Management • Information Management • Logistics & Supply Chain Management • Management • Marketing	20 Apr 2015, 19 Oct 2015	18 mths	\$27,638.10			\$28,772.30	2
University of Bedfordshire, United Kingdom	Master of Business Administration	9 Jun 2015, 18 Dec 2015	12 mths	\$21,935	\$492.20	\$642	\$23,069.20	2
University of Essex, United Kingdom	Bachelor of Science (Honours): • Accounting • Accounting and Finance • Banking and Finance • Financial Management • Management and Marketing	18 Jun 2015, 17 Nov 2015	18 mths	\$19,795	\$492.20	\$642	\$20,929.20	2
University of Portsmouth, United Kingdom	Bachelor of Arts (Honours): • Accountancy & Financial Management	29 Jun 2015, 7 Dec 2015	18 mths	\$22,470	\$492.20	\$642	\$23,604.20	2
Kaplan Higher Education Academy, Singapore	Diploma in: • Accountancy • Business and Information Management • Business and Law • Computer Forensics • Counselling • Events Management • Information Technology • Mass Communication • Paralegal Studies • Web Technologies	28 Feb 2015, 28 Apr 2015, 28 Jun 2015, 28 Aug 2015 28 Oct 2015, 28 Dec 2015	8 mths	\$10,593	\$492.20	\$642	\$11,727.20	1
	Diploma in Commerce: • Business Administration • Business Economics • Finance and Banking • General Studies • Hospitality & Tourism Management • Human Resource Management • Logistics & Supply Chain Management • Marketing Management • Sales & Retail Management		8 mths	\$10,593			\$11,727.20	1
	Certificate in Foundation Studies		2 mths	\$3,477.50			\$4,611.70	1
	Diploma in Professional Business English Programme (PBEP) Level 1 - 5	10 Feb 2015, 10 Apr 2015, 10 Jun 2015, 10 Aug 2015 10 Oct 2015, 10 Dec 2015,	10 mths	\$11,235			\$12,369.20	1
	PBEP (per Level)		2 mths	\$2,247			\$3,381.20	1
	English Experience Program (EEP)	15 Jan 2015, 15 Feb 2015, 15 Mar 2015, 15 Apr 2015, 15 May 2015, 15 Jun 2015, 15 Jul 2015, 15 Aug 2015, 15 Sep 2015, 15 Oct 2015, 15 Nov 2015, 15 Dec 2015	3 weeks	\$1,070	\$74.90	NA	\$1144.90	1
	Degree Experience Programme (DEP)	To be advised	48 hours	\$1,070	\$74.90	NA	\$1144.90	1
	Study Tour	To be advised	To be advised	To be advised	\$74.90	NA	To be advised	1
	Preparatory Course for Singapore-Cambridge General Certificate of Education (Ordinary Level) Examination <i>*Excludes optional modules: Chinese (\$1,605) Geography (\$3,210)</i>	1 Oct 2015	12 mths	\$12,305*	\$492.20	\$642	\$13439.20	1

Note: Information is correct at time of print - Nov 2014. All prices quoted in Singapore dollars. Fees for 2015 subject to revision. Kaplan Higher Education Academy reserves the right to revise the fees and commencement dates without notice.

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