



School of Business

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The School offers 11 courses that will prepare you for rewarding careers in various areas of contemporary business. Designed with input from eminent industry experts, all our courses aim to equip you with up-to-date knowledge and life skills, fulfil your academic and career aspirations, and offer you an education and a student life that is real, relevant and rewarding.

We make your training real by collaborating with the industry. Through these partnerships, you will get opportunities to work on real-life projects of many renowned local and global companies. Our Student Internship Programme will also expose you to first-hand work experience and allow you to apply the knowledge and skills that you have acquired. You may choose to complete your internship either locally or overseas. Our industry-relevant and dedicated training facilities would ensure that you are fully ready for the world of work when you graduate.

We ensure the knowledge and skills you acquire are relevant by designing a rigorous and industry-oriented curriculum. Through multiple learning methods such as tutorials, group projects, e-learning and Problem-based Learning, you will develop important life skills such as innovation and resourcefulness. These will enable you to adapt to changing conditions and anticipate future opportunities. Furthermore, through the tutelage of our professional and experienced staff, you will hone your problem-solving, creative thinking and communication skills, all of which are relevant for your future careers or further studies.

We offer you a rewarding student experience by providing a well-rounded education with strong emphasis on co-curricular activities and enrichment programmes. These are conducted on-campus, out-of-campus, locally, as well as abroad. You are encouraged to participate in community service projects, industry competitions or even embark on entrepreneurial initiatives. All these experiences, together with a caring and nurturing learning environment provided by your Care Persons and lecturers, will help you realise your full potential during your three years at the school.

Centres Of Excellence

The School of Business firmly believes in a practical orientation for all its courses. To better prepare you for the world of work, the school has a wide range of laboratories and teaching facilities that allow you to undergo hands-on training.

ACCOUNTING & FINANCE LAB

Students can explore the exciting financial markets and a real trading environment with online share prices, interest rates, bond, currency and derivative prices worldwide using Reuters. Information and news from diverse sources can be gleaned from Factiva, a state-of-the-art research tool widely used in the finance industry. A computerised accounting software, Sage Accpac ERP, is also on hand for accounts enthusiasts.

KELLY SERVICES CAREER CENTRE

The centre operates as a branch of a global staffing corporation, Kelly Services (a Fortune 500 company and listed on NASDAQ). It gives students hands-on training in international recruiting and staffing practices.

TELEVISION STUDIO

This 200 square metre studio is fully-equipped with broadcast technology equipment that allows students to learn how to produce television programmes and news bulletins. It is also equipped with postproduction facilities for online and offline editing.

CENTRE FOR LOGISTICS & OPERATIONS MANAGEMENT

This centre houses laboratories that simulate the entire supply chain. It includes a warehouse management system, operations management subsystem and transport and distribution subsystem. It is also equipped with logistics simulation games that teach the concepts used in logistics and operations management.

THE BRAND HUB

Understanding the world of branding is a key competitive advantage for our marketing graduates. The Brand Hub was set up with this in mind. Subjects such as Brand Management and Integrated Marketing Communications are conducted in this well-equipped facility. It also provides the perfect setting for students to meet real life clients, as well as develop and produce marketing strategies to build their clients' brand image.

1ST AVENUE

An on-campus retail training store managed by students, 1st Avenue helps to develop students' entrepreneurial acumen through hands-on retailing store management. The facility will be used by students to develop skills and expertise in managing all aspects of retail operations.

FOCUS GROUP ROOM

This is a multi-purpose marketing research training room. Fully-equipped as a real commercial focus group room, it allows observation of group discussions and sales presentations.

E-BUSINESS CENTRE

The centre offers a training platform for students to learn the complexity of using state-of-the-art technology in electronic business development. It aims to provide a real-life project development environment for students and staff to work on electronic business projects. It can also be used as a launch pad for e-commerce projects or for students to work on proof-of-concepts with industry partners.

THE COMMUNICATION HUB

The Communication Hub is specially designed to support communication learning. It is well-equipped with facilities to help students experience various aspects of corporate communication work, especially in the areas of corporate journalism and publications, media relations and news dissemination. The layout of the hub is also specially designed for Problem-based Learning discussions.

SILICON STUDIOS

The twin Silicon Studios are equipped with state-of-the-art multimedia facilities to enable students to do project research, make presentations and engage in collaborative learning. Besides workstations and an intelligent classroom management system, there are network points for students to access the network and other IT facilities using notebooks. Wireless access to the network is also possible in the Silicon Studios.

THE TEMASEK CULINARY ACADEMY

This training complex houses modern kitchens as well as two attractive and contemporary dining outlets: "Sugarloaf" which is a quick-service café and "Top Table" which is a full-service restaurant. The kitchens comprise the Skills kitchen, Pastry and Bakery, Asian and western kitchens, and a garde manger (cold kitchen). These training facilities will allow students in the Diploma in Culinary & Catering Management to hone their skills in food preparation and food service. It is an ideal platform to train them in the art of providing excellent service.

BUSINESS TECHNOLOGY LABS

The labs are designed to support the teaching of the latest information technologies to students. They allow staff and students to explore application software, programming languages, and emerging technologies in a structured manner. These labs are used for student research, projects and presentations.

LEGALAB

The lab offers students training and practice in a wide range of software as well as electronic filing and information retrieval systems used in the courts and the legal profession.

NEWSROOM & PUBLISHING ROOM

These facilities replicate the real print journalism environment. The newsroom represents the front-end of the news production process involving reporters and editors, while the Publishing Room involves the back-end subediting process where page layout is done. Journalism students use the facilities to produce a regular campus newspaper and gain valuable hands-on experience working in a newsroom set-up.

ILAW CHAMBERS

The ILaw Chambers is a simulated law office training facility set up with the intention of exposing students to the full workflow involved in running a legal matter. It is used to train students in the day-to-day running of a typical law firm, from the moment a client brings in a new matter to the time the case is closed and the client billed.

RADIO STUDIO

This studio provides students with practical training in using industry-standard equipment. The radio facility comprises a training studio, an on-air studio and several production suites. Students also broadcast live from the on-air radio studio.

Accounting & Finance



TP trains its students in the practical aspects of accounting and finance and meets the needs and demands of the accounting and fast-growing finance industry. The graduates have achieved high standards. The proof of the pudding is in the eating and we have been very satisfied with those who have joined us.

*Kon Yin Tong
Managing Partner, CPA Firm
Foo Kon Tan Grant Thornton*

With the Government's commitment to promote Singapore as a financial centre and wealth management hub, demand for finance professionals will continue to increase. The emphasis on corporate governance and vision to transform Singapore into a global accountancy hub also fuel the need for qualified accountants.

The dual specialisation in both Accounting and Finance offers you wide career and further study options. Our broad-based training aims to instil confidence and equip you with technical and soft skills for the dynamic accounting and finance sectors.

We achieve this through an industry-relevant curriculum, with opportunities to develop problem-solving, communication and service skills. You will learn through hands-on activities such as industry projects, investment games and application of financial databases, accounting software and research tools widely used in the industry.

Furthermore, you get to choose your preferred Accounting, Banking or Investment specialisation and take cross-disciplinary subjects to pursue interests beyond your diploma course.

A key focus in the first year is to provide a solid grounding in general business and management disciplines like economics, management, statistics, information technology and financial accounting. The next two years build on industry knowledge and skills through subjects like Finance, International Finance, Investment, Management Accounting, Taxation, and Corporate Reporting & Audit. In the final year, you will select electives from a range of Accounting, Banking and Investment subjects to fit your preferred career path.

Your knowledge and skills will also be applied in the industry through a 14-week Student Internship Programme.

CAREER OPPORTUNITIES

Exciting career opportunities await you in the areas of accounting, audit, taxation, finance, banking, investment, insurance, stock-broking and wealth management. You could be employed in the Big 4 or local accounting firms, banks or other financial institutions, and accounts/finance departments of companies in diversified industries.

Many of our graduates pursue further studies in accountancy and business programmes offered by local universities and enjoy credit transfers to many overseas universities in Australia, United Kingdom and New Zealand. They are also granted exemptions from selected modules of professional qualifications such as the ACCA, CIMA, ICAEW, ICASA and CMFAS examinations.

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 22 credit units
Diploma Subjects	
Core Subjects	: 78 credit units
Elective Subjects	: min 16 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 125 credit units

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3011	Student Internship Programme	3	10

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1003	Financial Accounting 1	1	4
BAF1004	Financial Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1007	Business Office Applications	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1018	Etiquette of Business & Service knowledge	1	1
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2002	Business Finance	2	4
BAF2003	Computerised Accounting System	2	4
BAF2004	Cost & Management Accounting 1	2	4
BAF2005	Cost & Management Accounting 2	2	4
BAF2006	Fundamentals of Investment	2	4
BAF2007	International Finance	2	4
BAF2011	Partnership & Company Accounts	2	4
BAF2018	Fundamentals of Taxation	2	4
BAF2019	Corporate Reporting & Audit	2	4
BLM2005	Legal Aspects of Business	2	4
BAF3008	Financial Analysis	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Accounting Elective Cluster</u>			
BAF3014	Practice of Taxation	3	4
BAF3019	Advanced Accounting	3	4
BAF3020	Audit Practice	3	4
<u>Banking Elective Cluster</u>			
BAF3006	Consumer Banking	3	4
BAF3007	Credit Administration & Control	3	4
BAF3013	Personal Financial Planning	3	4
<u>Investment Elective Cluster</u>			
BAF3003	Bank Treasury Management	3	4
BAF3013	Personal Financial Planning	3	4
BAF3016	Security Analysis & Portfolio Management	3	4
<u>Diploma Free Elective Subjects</u>			
BLO1002	Business Calculus	1	4
BAF3009	Financial Institutions & Markets	3	4
BAF3019	Advanced Accounting	3	4
BLM3009	Company Law for Business	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.



Business Studies Grouping (Business/ Logistics & Operations Management/ Marketing)

This is a common first-year course that offers you the unique opportunity to study various core subjects in your first two semesters and to discover your personal strengths, aptitude, interests and career aspirations. During this time, you can explore the career opportunities and course requirements of the three diplomas before opting for one course.

CURRICULUM FOR FRESHMAN YEAR

Students enrolled in this grouping take the following core subjects in the Freshman year of study:

- Principles of Management
- Writing & Presentation Skills
- Business Accounting 1
- Business Accounting 2
- Applied Principles for Effective Living 1 (APEL 1)
- Organisational Behaviour
- Microeconomics
- Macroeconomics
- Computer Systems & Applications
- Marketing Fundamentals
- Business Statistics

COURSE OPTION FOR JUNIOR AND SENIOR YEARS

Towards the end of your Freshman year, you are given the choice to opt for one of the following three diploma courses:

- Business
- Logistics & Operations Management
- Marketing

Each of these diploma courses is a specialised area of study relevant to the industry in which you aspire to start your career. You will be streamed into the respective courses from your third semester of study. Please see the sections on the respective courses in the following pages for more information.

Business



The Business graduates from the School of Business are highly competent and adaptable; and given the training they have received, I am confident that they are geared for success in the business world of today and tomorrow.

*Dhirendra Shantilal
Senior Vice President, Asia Pacific
Kelly Services*

This course will give you a broad-based and holistic business education in management, international business, marketing and finance. The flexible and relevant curriculum covers the core knowledge and skills that supervisors and executives are expected to have in business and management.

Throughout your studies here, you will be challenged with real-life business problems and assignments. Through the Problem-based Learning pedagogy adopted, you will develop critical thinking, problem-solving, analytical, teamwork and communication skills. Hands-on learning opportunities are available through the Kelly Services Career Centre (TP branch), The Communication Hub, as well as the Student Internship Programme. Our students are given abundant opportunities to maximise their international exposure through overseas study trips and overseas student internship programmes.

The course provides graduates with a strong foundation of business and management

concepts, covering core business-related disciplines. Subjects covered include Management, Business Accounting, Economics, Business Statistics, Marketing, Computing, Human Resource Management, Finance, Managerial Accounting, Entrepreneurship, International Business, Communication and Law.

In the latter half of your course, you will specialise in two business areas out of eight business elective clusters: International Business, Tourism & Leisure Business, Finance & Investment, Human Resource Management, Marketing, Corporate Communication, Banking and Entrepreneurship. You can take non-business Cross-Disciplinary Subjects that interest you.

CAREER OPPORTUNITIES

Trained with a global outlook, you will be equipped to take on supervisory and executive level positions in a wide range of companies and organisations. By the end of the course, you are expected to possess relevant business knowledge and skills, be well-versed in IT, and possess good interpersonal skills.

Our graduates enjoy a wide choice of employment positions in a wide range of industries in the public or private sectors. You can take on jobs in international business, tourism, banking, finance, human resource management, media, manufacturing, government and services. There is a continuous demand for our graduates in Singapore and the region. You can get credit exemptions from more than 60 reputable local and foreign universities.

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 69 credit units
Elective Subjects	: min 28 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 credit units

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3002	Student Internship Programme	3	8

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1001	Computer Systems & Applications	1	4
BBT1002	Managing Business Systems	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1005	Marketing Fundamentals	1	4
BAF2002	Business Finance	2	4
BBS2001	Human Resource Management	2	4
BLM2005	Legal Aspects of Business	2	4
BAF3011	Managerial Accounting 1	3	4
BAF3012	Managerial Accounting 2	3	4
BMK3005	International Business	3	4
BMK3006	Practice of Entrepreneurship	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>International Business Cluster</u>			
BAF2007	International Finance	2	4
BLO3015	Global Trade & Singapore Logistics	3	4
BBS3007	Issues in Global Management	3	4
BRM3008	International Marketing & Retailing	3	4
<u>Tourism & Leisure Business Elective Cluster</u>			
BHT2003	Club & Resort Business	2	4
BHT2005	Event Management	2	4
BHT2010	Special Interest Tourism	2	4
BHT2012	Travel & Leisure Business	2	4
<u>Finance & Investment Elective Cluster</u>			
BAF2006	Fundamentals of Investment	2	4
BAF3008	Financial Analysis	3	4
BAF3013	Personal Financial Planning	3	4
BAF3016	Security Analysis & Portfolio Management	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Human Resource Management Elective Cluster</u>			
BBS2002	Recruitment & Human Resource Administration	2	4
BBS2003	Management of Employee Relations	2	4
BBS3001	Human Resource Development	3	4
BBS3002	Performance & Compensation Management	3	4
<u>Marketing Elective Cluster</u>			
BMK2001	Advertising & Promotion	2	4
BMK2002	Consumer Behaviour	2	4
BMK2003	Customer Relationship Management	2	4
BMK3012	Sales Management	3	4
<u>Corporate Communication Elective Cluster</u>			
BBS2006	Principles of Corporate Communication	2	4
BBS2007	Corporate Journalism & Publications	2	4
BBS3003	Corporate Events Management	3	4
BBS3004	Media Relations & News Dissemination	3	4
<u>Banking Elective Cluster</u>			
BAF2007	International Finance	2	4
BAF3003	Bank Treasury Management	3	4
BAF3006	Consumer Banking	3	4
BAF3007	Credit Administration & Control	3	4
<u>Entrepreneurship Elective Cluster</u>			
BBS2008	Franchising Business	2	4
BBS2009	Managing Small & Medium Enterprises	2	4
BBS3005	Product Development & Innovation	3	4
BBS3006	Strategic Entrepreneurship	3	4
<u>Business Calculus Elective</u>			
BLO1002	Business Calculus	1	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Business Information Technology



Talent development is a key priority for SAP and we remain committed to address the IT talent crunch by developing qualified professionals who are well versed in SAP software and best practices. The teaching of SAP in the Diploma in Business IT (Temasek Polytechnic's School of Business) will enable students to better understand real-world business challenges and equip them with the necessary skills for future employment."

*Kowshik Sriman
Managing Director
SAP Singapore*

Singapore's Intelligent Nation 2015 (iN2015) master plan seeks to fuel economic growth through the innovative use of technology and targets to create as many as 80,000 additional jobs and value-add \$26 billion to the infocomm industry within the next 10 years. Riding high on this exciting growth are graduates with the right mix of business and IT skills.

If you believe you have the potential, there is every opportunity for acquiring the necessary skills to contribute to Singapore's success and your personal development. Jointly offered by the School of Business and the School of Informatics & IT, this course opens doors for students who envision themselves as the catalyst of business growth through the use of IT.

You will learn concepts applicable across all business domains such as accounting, management, economics and marketing. Subjects like E-Business Management and Open Technology & Business Systems will train you to apply technological solutions

for businesses. Subjects like Enterprise Resource Management and Data Mining will help you harness technology to add value to business verticals such as financials and supply chains.

In your Senior year, you can choose to specialise in Enterprise Applications, Business Intelligence, Outsourcing Management and Business Strategies in IT.

The course stresses experiential learning. Through projects, role-play, business simulations and a 16-week internship programme, you will work with business veterans and gain real world working experience even before graduating.

CAREER OPPORTUNITIES

You will be adept at business and IT, and bridge the gap between them. Graduates from the course have found careers in business as well as IT; ranging from banking, financials, trading, logistics and manufacturing. Armed with business acumen and a technological mind-set, you can start as a business analyst, data miner, ERP/ CRM analyst, pre-sales analyst, project coordinator, account executive, marketing executive and more.

You can become a well-recognised business IT consultant by acquiring professional certifications like the SAP Certified Business Associate awarded by the SAP University Alliance Programme in the course of your study.

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 7
Mathematics (Elementary or Additional)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must have also sat for at least one of the following subjects: Additional Combined Science, Additional Science, Biology, Chemistry, Combined Science, Computer Studies, Creative 3-D Animation, Design & Technology, Engineering Science, Food & Nutrition, Fundamentals of Electronics, General Science, Human & Social Biology, Integrated Science, Physics, Physical Science, Science (Chemistry, Biology), Science (Physics, Biology), Science (Physics, Chemistry), Science (Physics, Chemistry, Biology).

Note: Applicants with complete/ full Colour Appreciation Deficiency are not eligible to apply. Applicants with partial Colour Appreciation Deficiency may apply.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 22 credit units
Diploma Subjects	
Core Subjects	: 80 credit units
Elective Subjects	: min 12 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 123 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3003	Student Internship Programme	3	10

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1005	Computer Technology & Office Systems	1	5
BBT1006	E-Business Management	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
CFI1C04	System Analysis	1	4
CID1C02	Web Design	1	4
CIM1001	Database Information Systems	1	5
BBT2002	Open Technology & Business Systems	2	5
BBT2003	Data Mining	2	4
BBT2004	Enterprise Resource Management	2	4
BMK2009	Principles of Marketing	2	4
BBT3005	Business Information System Security & Audit	3	4
BMP3003	Major Project	3	8

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BAF2016	Management Accounting & Finance	2	4
BLM2007	Legal Aspects of IT	2	4
BBT3006	Business Strategies in IT	3	4
BBT3007	Outsourcing Management	3	4
BBT3008	Business Intelligence	3	4
BBT3009	Enterprise Applications	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Communications & Media Management



The Sunday Times has seen a couple of interns from this course and I must say they have been impressive. After a while, they usually prove they are good enough to be assigned stories that are intended for the main paper and not just as someone helping out senior reporters with the legwork. During their stints with the paper, the by-lines of these interns appear together with that of other journalists and some of their stories are as good as any you will read in The Straits Times.

*Mathew Pereira
Sports Editor, The Straits Times
(Former News Editor, The Sunday Times)*

The communication specialists of tomorrow will have the skills necessary to function effectively in any area of the mass media and its related industries. Graduates will be equally proficient in any chosen medium and will be able to transcend the divide between print, broadcast and new media.

This course combines practical, hands-on training with conceptual and critical thinking skills so that you will be able to adapt to the rapidly-changing media world. Regardless of the medium chosen, you will be armed with the fundamental journalistic, communication and design skills to be effective in your chosen fields. You could also explore a career in other media-related businesses such as public relations, marketing communications and entertainment.

The course structure places equal emphasis on both the traditional and essential aspects of the media business and the latest communications technology. You will focus

on the fundamentals of mass media and get a solid grounding in journalism in your Freshman year. Juniors will be comprehensively trained in the fundamentals of audio, radio, video and television production in the second year of the course, and will get to choose diploma electives as well. In the first semester of your Senior year, you will be required to complete a six-month internship programme with media and media-related companies such as MTV, MediaCorp and Singapore Press Holdings. In the second semester, you will work on an industry-driven major project in one of these chosen tracks – Print, Broadcast or Media Marketing.

CAREER OPPORTUNITIES

Besides the mass media, graduates are likely to find employment in areas such as public relations, advertising and promotions, corporate communications, marketing communications, as well as video and new media production.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 3
Mathematics (E or A)	Grades 1 - 7
Any one of the following subjects	Grades 1 - 6
Art/ Art & Design, Business Studies, Chinese, Combined Humanities, Commerce/ Commercial Studies, Creative 3D Animation, Design & Technology, Economics, Food & Nutrition, Geography, Higher Art, Higher Chinese, Higher Malay, Higher Music, Higher Tamil, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Malay, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts, Tamil.	
Any two other subjects	Grades 1 - 6

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 3 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 27 credit units
Diploma Subjects	
Core Subjects	: 79 credit units
Elective Subjects	: min 8 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 123 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BCM2017	Professional Communication	2	4
BSI3004	Student Internship Programme	3	16

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCM1013	Marketing & Corporate Communications	1	4
BCM1012	Essentials of Graphic Design	1	5
BCM1014	Media Scriptwriting	1	4
BCM1004	Journalism 1: Newswriting	1	4
BCM1005	Journalism 2: Feature writing	1	4
BCM1006	Media & Society	1	4
BCM1007	Media Management Principles	1	4
BCM1009	Photography	1	5
BMK1001	Basics of Entrepreneurship	1	1
BCM2018	Media Research	2	4
BCM2007	Introduction to Audio Production	2	5
BCM2008	Multi-Camera Studio Production	2	5
BCM2010	Radio Studio Production	2	5
BCM2011	Single Camera Production	2	5
BCM2014	Digital Media Production	2	4
BCM3010	Web & Digital Media Management	3	4
BCM3011	Major Project	3	8
BLM3016	Media Law	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BCM2002	Basic Sub-editing	2	4
BCM2003	Broadcast Performance	2	4
BCM2006	Film Theory & Criticism	2	4
BCM2015	Chinese Media Writing	2	4
BCM2016	Magazine Production	2	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.



Culinary & Catering Management

During the Dream Team Competition held at Food and Hotel Asia, the participating students demonstrated amazing qualities in both their floor and kitchen work. Their attitude and potential were impressive and it would be exciting to follow their career development in our industry upon their graduation.

*Emmanuel Stroobant
Chef and Owner
Saint Pierre, The Restaurant*

The culinary and catering industry in Singapore and the region is set to grow in the next decade and beyond. Supporting facilities and services such as restaurants, hotels, as well as events and conventions, will be in great demand. Conceived against this exciting backdrop, this course will propel you into a rewarding and creative world with exciting career opportunities.

The course focuses on giving you a thorough appreciation of ideas ranging from the management of the overall customer experience in restaurants to the complex and integrated processes found in catering establishments. The course allows your passion for the culinary arts and your commitment to providing great food and wine to be translated into operating and managing a restaurant with excellence.

You will learn about food product knowledge, wine and beverage, basic business skills and develop an understanding of the culinary and catering industries. The course also covers more advanced areas of study such

as revenue management and marketing for the restaurant and catering industries. Your culinary and service skills will be honed through hands-on practice and projects in our modern kitchens and restaurants on the campus. You will also undergo a 20-week internship in your Senior year in a commercial environment.

Together with our experienced lecturers and instructors, award-winning chefs and through our partnership with the Culinary Institute of America, you will be trained by some of the best in the industry.

CAREER OPPORTUNITIES

Our broad-based training grooms you to be highly versatile food & beverage professionals. Career opportunities include junior executive positions in food & beverage service, production and distribution in hotels, restaurants, cafés, catering companies and other food & beverage-related enterprises.

You will also have the option to further your studies in universities in Singapore and abroad with credit exemption or advanced standing. Our diploma is well-recognised by many renowned universities and institutions such as the Culinary Institute of America.

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (Elementary or Additional)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 22 credit units
Diploma Subjects	
Core Subjects	: 90 credit units
Elective Subjects	: min 3 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 credit units

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results, as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

Note

• As this course focuses on several aspects of food & beverage operations and management, the curriculum includes exposing students to a wide variety of food & beverage products including alcohol, meats (e.g. beef and pork) and their by-products. Our kitchens and restaurants are not Kosher or Halal certified. Although tasting is optional, students will be required to handle and serve these products, in addition to washing non-Kosher/ Halal equipment.

• Applicants with medical conditions and/or physical disabilities which affect best safety and sanitation practices should declare them and such applicants should submit qualified doctor's certification of fitness for enrolment.

• Students will also need to purchase cookbooks, uniforms, knife sets, etc., which are not included in the tuition fee.

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3012	Student Internship Programme	3	13

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1003	Business Computing Skills	1	4
BCC1001	Food Science & Product Knowledge	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1010	Introduction to Hospitality & Tourism	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2001	Accounting for Hospitality & Tourism	2	4
BCC2001	Wine & Beverage	2	4
BCC2002	Food Safety & Hygiene	2	2
BCC2003	Food & Beverage Operations	2	4
BCC2004	Culinary Practicum	2	20
BHT2022	Business Etiquette & Service Excellence	2	3
BHT2014	Principles of Marketing for Hospitality & Tourism	2	4
BCC3001	Service Practicum	3	8
BCC3002	Catering Management	3	4
BCC3003	Business Revenue Management	3	3
BCC3005	Marketing for Restaurant & Catering	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BLR2004	Introduction to Gaming Operations	2	3
BHT3002	E-business in Hospitality & Tourism	3	4
BHT3014	Hotel Revenue Management	3	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Hospitality & Tourism Management



Singapore is evolving into an ever more exciting tourism destination and much of this is attributable to the industry leaders and professionals who have the business capabilities and creativity to bring exceptional Singapore experiences to visitors. The Singapore Tourism Board is confident that Temasek Polytechnic will continue to be an important catalyst in the development of talent and human capital capabilities for the tourism industry.

*Aw Kah Peng
Chief Executive
Singapore Tourism Board*

Singapore's hospitality and tourism industries have experienced exceptional growths in the past year with further strong growths for Singapore and the Asia-Pacific region as forecasted by the United Nations World Tourism Organisation. Against this backdrop, you can be assured that future career prospects within these thriving industries will be greatly promising.

Our course is comprehensively structured around three core areas namely, Travel & Tourism, Air Transportation and Hospitality & Accommodation Management. The course structure allows for flexible transitions and versatile career options across all these sectors.

You will enjoy a well-established reputation amongst our industry partners because of the differentiating factors within the course. These include your active engagement in practical, service training sessions in our contemporary training restaurant, Temasek Culinary Academy, and mastering the finer points of etiquette and grooming. You will also have the opportunity to be involved in our mentorship programmes with our industry partners.

Your learning journey culminates in a 24-week attachment to a company which you will be guided to select. This final destination in your learning journey ensures that you are more than well-prepared to assimilate into the work-life of your chosen hospitality or tourism career.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

CAREER OPPORTUNITIES

Having been groomed for junior executive positions, you can choose to work in virtually any service sector. Many of our graduates find employment with, hotels, resorts, airlines, tour operators, museums, national tourism organisations, as well as businesses dealing with food services, events management, and exhibitions and conventions.

You will also have the option to further your studies in universities in Singapore and abroad with credit exemption or advanced standing. Our diploma is well-recognised by many renowned universities. In addition, Temasek Polytechnic is the partner-institution of the University of Nevada, Las Vegas (UNLV) and the Culinary Institute of America (CIA) where TP graduates will enjoy up to two years advanced standing in their degree programmes.

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 28 credit units
Diploma Subjects	
Core Subjects	: 84 credit units
Elective Subjects	: min 6 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 127 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3014	Student Internship Programme	3	16

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBS1003	Business Computing Skills	1	4
BCC1002	Fundamentals of Food & Beverage	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1010	Introduction to Hospitality and Tourism	1	4
BHT1019	Travel Geography	1	2
BLO1004	Research for Hospitality & Tourism	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2001	Accounting for Hospitality & Tourism	2	4
BAF2009	Management Accounting & Finance for Hospitality & Tourism	2	4
BHT2009	Service Skills Methodology	2	4
BHT2014	Principles of Marketing for Hospitality & Tourism	2	4
BHT2020	Airlines Business Management	2	3
BHT2021	Travel & Tour Business	2	3
BHT2022	Business Etiquette & Service Excellence	2	3
BCC3004	Operations & Management of Food & Beverage	3	4
BHT3006	Destination Planning & Development	3	4
BHT3008	Meetings, Incentives, Conventions & Exhibitions	3	4
BHT3012	Contemporary Special Interest Tourism	3	4
BHT3013	Lodging Management	3	4
BLR3001	Festivals & Events Management	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BHT2004	Culinary Science	2	4
BHT2015	Ticketing & Reservations	2	3
BLR2004	Introduction to Gaming Operations	2	3
BLR2005	Tourism Culture & Society	2	3
BHT3002	e-business in Hospitality & Tourism	3	4
BHT3014	Hotel Revenue Management	3	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.



Law & Management

This course provides you with legal and management knowledge and skills to function as paralegal professionals in the local and global arena.

The course aims to equip you with relevant skills and knowledge, including the general management, administration and day-to-day running of a law office or legal department. You will be equipped with cutting-edge information technology skills for the legal environment and be exposed to hands-on training through projects, assignments and through the Student Internship Programme. In using the Problem-based Learning (PBL) approach, the course will develop the capacity for independent learning, and instil the spirit of professional ethics and integrity in you. It also develops your creative problem-solving and analytical skills, your oral and written communication skills, as well as your interpersonal and teamwork skills.

You will study a wide range of substantive and procedural law subjects. You will also study Cross-Disciplinary Subjects and elective subjects. Where suitable, substantive law subjects will be taught using the PBL approach, involving at times web-based, online interaction. You will study various procedural law subjects using the Real Environment Active Learning (REAL) approach which promotes active learning by simulating the actual working environment of the legal profession. Furthermore, the subject Management of Law Office & Court Technology taught in the Senior year will reinforce the management and legal issues learnt over the previous two years.

With the best of the best setting up shop in Singapore, paralegals with specialist skills, particularly in languages, will likely be in great demand.

*Senior Counsel Davinder Singh
Chief Executive Officer
Drew & Napier LLC*

CAREER OPPORTUNITIES

Graduates are well-placed to find employment as office administrators and paralegals in both law and non-legal organisations. You will assist lawyers in legal work like drafting of documents, legal research and in day-to-day management and administration.

The diploma is recognised by the National University of Singapore, the Singapore Management University, various United Kingdom, Australian and New Zealand universities as an entry qualification into their LLB programmes. In addition, many overseas universities also accord our graduates advanced standing towards various non-law degree courses.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 4
Mathematics (Elementary or Additional)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Music, Media Studies (English Language), Media Studies (Chinese Language), or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 4 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 95 credit units
Elective Subjects	: min 6 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 130 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1003	Legal Communication Skills 1	1	5
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BCS2001	Legal Communication Skills 2	2	4
BSI3006	Student Internship Programme	3	8

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1001	Computer Systems & Applications	1	4
BBT1002	Managing Business Systems	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLM1001	Criminal Law	1	4
BLM1002	Law of Tort	1	4
BLM1003	Legal Systems & Methods 1	1	4
BLM1004	Legal Systems & Methods 2	1	4
BMK1001	Basics of Entrepreneurship	1	1
BLM2001	Conveyancing Law & Procedure	2	6
BLM2002	Criminal Procedure	2	4
BLM2003	Family Law	2	4
BLM2004	Law of Contract	2	4
BLM3005	Company Law	2	4
BAF3004	Company & Partnership Accounts	3	3
BLM3003	Civil Procedure	3	6
BLM3006	Corporate Governance & Compliance	3	3
BLM3008	Intellectual Property	3	4
BLM3011	Management of Law Office & Court Technology	3	5
BLM3013	Trusts, Wills & Probate	3	3

Diploma Subjects - Elective Subjects (students to choose TWO subjects)

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLM3001	Advanced Civil Procedure	3	3
BLM3002	Arbitration & Alternative Dispute Resolution	3	3
BLM3004	Commercial Transactions	3	3
BLM3007	Insurance Law & Practice	3	3
BLM3010	Law of Banking & Finance	3	3
BLM3012	Shipping Law & Practice	3	3

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Leisure & Resort Management



IAAPA introduced the Show Ambassadors Program for the first time in Asia at Asian Attractions Expo 2011 in Singapore. For the inaugural program, we worked exclusively with the students from Temasek Polytechnic's Leisure & Resort Management programme. During the event, their performance generated much positive comments from the delegates at the Expo. The students displayed a sense of helpfulness and enthusiasm that won praise from many at the event.

*Andrew Lee
Executive Director – Asia Pacific
International Association of Amusement Parks and Attractions (IAAPA Asia Pacific)*

The resort and related leisure businesses will contribute significantly to the success of the remaking of Singapore into a Leisure Island. With a major increase in the demand for trained personnel in the leisure and resort industries, you will be on the pulse of some of the most exciting, trendiest and fastest growing businesses in the world.

This course aims to provide you with maximum exposure to a comprehensive spectrum of leisure and resort business operations and management practices with ample real life and hands-on learning opportunities and interactions with industry leaders. One of the key features of the course is a 20-week attachment at a self-selected company either locally or overseas, in some of the best known resorts and leisure businesses in the world. Our curriculum strongly emphasises three major segments of the tourism industry: the resort business, leisure business and meetings and events business. In each area, you will be exposed to key aspects of operating and managing resorts and leisure entities such as

clubs, spas, attractions and cruise ships. Moreover, you will have the opportunity to organise meetings and real events.

You will also be prepared for the demands of working life by learning the essentials of cross-cultural communication and how to interact professionally in a business environment. In addition, you will have a choice of elective Subjects designed to broaden your knowledge of the tourism industry such as Introduction to Gaming Operations and Culinary Science. The course is also focused on honing your creative thinking and problem-solving skills through active engagement in industry forums and presentations.

CAREER OPPORTUNITIES

You will be prepared for a wide range of career options and readily find employment in leisure and resort businesses such as lodging properties which include hotels and resorts; country clubs; attractions; cruise businesses; spas; event, meeting, exhibition and convention companies. You can expect to assume a junior executive position at the workplace.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results as well as directly through the Joint Polytechnic Special Admissions Exercise (JPSAE). Students who are shortlisted through the JPSAE will be required to undergo an interview. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art& Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Music, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Music, Media Studies (English Language), Media Studies (Chinese Language) or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 25 credit units
Diploma Subjects	
Core Subjects	: 89 credit units
Elective Subjects	: min 6 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 129 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3013	Student Internship Programme	3	13

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1003	Business Computing Skills	1	4
BCC1002	Fundamentals of Food & Beverage	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BHT1010	Introduction to Hospitality & Tourism	1	4
BLO1004	Research for Hospitality & Tourism	1	4
BMK1001	Basics of Entrepreneurship	1	1
BAF2001	Accounting for Hospitality & Tourism	2	4
BAF2009	Management Accounting & Finance for Hospitality & Tourism	2	4
BHT2009	Service Skills Methodology	2	4
BHT2014	Principles of Marketing for Hospitality & Tourism	2	4
BHT2022	Business Etiquette & Service Excellence	2	3
BLR2001	Introduction to Leisure & Recreation	2	4
BLR2002	Attractions Management	2	4
BLR2006	Leisure & Resort Facilities Management	2	3
BHT3006	Destination Planning & Development	3	4
BHT3008	Meetings, Incentives, Conventions & Exhibitions	3	4
BLR3001	Festivals & Events Management	3	4
BLR3002	Resort Operations & Management	3	4
BLR3004	Club Management	3	4
BLR3005	Cruise Business	3	3
BLR3008	Spa & Wellness Management	3	3

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BHT2004	Culinary Science	2	4
BHT2015	Ticketing & Reservations	2	3
BLR2004	Introduction to Gaming Operations	2	3
BLR2005	Tourism Culture & Society	2	3
BHT3002	E-business in Hospitality & Tourism	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.



Logistics & Operations Management

Any company that is involved in making, storing or selling a product, or providing a service, needs people with knowledge and skills in logistics and operations. The employment opportunities and career prospects are abundant as organisations extend their geographical reach and influence. Companies need trained people who understand the nature of logistics and supply chain in an increasingly connected world.

The course provides you with a strong business foundation in the Freshman year. In the Junior and Senior years, you will be equipped with business knowledge on how companies manage their physical products and services through subjects like Management Science, Management Accounting & Finance, Operations Management, Materials Management, Quality Management and Purchasing Principles & Practice.

Specialised knowledge in logistics will be introduced through subjects like Logistics & Supply Chain Management, Transport Management and Distribution Centre

Management. You will be offered three areas of focus in the Senior year where you can choose from a pool of electives.

In order to draw on the knowledge and skills you have acquired from the course and be exposed to the reality of the working world, you will be required to participate in the Student Internship Programme as well as undertake a major industry-based project.

The course emphasises a practical approach that provides you with a good foundation in business studies together with an in-depth knowledge of logistics. You will also develop team-building, problem-solving and human relations skills.

With more than 200 stores islandwide, NTUC FairPrice depends on an efficient logistics chain to ensure fresh, quality products are delivered in time to our stores to meet the needs of 1.5 million shoppers every week. Efficient logistics and good supply chain management is integral to many businesses. Logisticians, such as those trained by TP, have an important role to play especially in the retail industry where timely delivery of the right product to the right place is a critical success factor.

*Dickson Yeo
Director, Supply Chain
NTUC FairPrice*

CAREER OPPORTUNITIES

You can look forward to a fruitful and challenging career in the logistics industry or in the operations function of many organisations. There are many career opportunities in the service and manufacturing industries for graduates such as purchasing officer, inventory and production planner, customer service officer, warehousing executive, freight forwarding executive, shipping administrator, logistics executive and supply chain analyst.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (Elementary or Additional)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Music, Media Studies (English Language), Media Studies (Chinese Language) or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 89 credit units
Elective Subjects	: min 12 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 130 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing and Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3007	Student Internship Programme	3	8

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1001	Computer Systems & Applications	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1005	Marketing Fundamentals	1	4
BAF2016	Management Accounting & Finance	2	4
BLO2002	Logistics & Supply Chain Management	2	4
BLO2003	Management Science	2	4
BLO2004	Operations Management	2	4
BLO2005	Purchasing Principles & Practice	2	4
BLO2010	Distribution Centre Management	2	4
BLO2011	Materials Management	2	4
BLO3003	Logistics Planning & Control Systems	3	4
BLO3007	Quality Management	3	4
BLO3008	Transport Management	3	4
BLO3009	Logistics & Operations Measurement	3	4
BMP3007	Major Project	3	8

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBT1002	Managing Business Systems	1	4
BLO1002	Business Calculus	1	4
BBS2001	Human Resource Management	2	4
BMK2002	Consumer Behaviour	2	4
BLO3012	Logistics Service Management	3	4
<u>Supply Chain Focus</u>			
BLO3013	Advanced Supply Chain Management	3	4
BLO3014	Supply Chain Simulation & Modelling	3	4
<u>International Logistics Focus</u>			
BLO3015	Global Trade & Singapore Logistics	3	4
BLO3016	International Freight Practices	3	4
<u>Specialised Logistics Focus</u>			
BLO3011	Bio-Chemical Logistics	3	4
BLO3017	Cold Chain Management	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Marketing



We are very impressed with the high quality of presentations done by the marketing students of Temasek Polytechnic. They have demonstrated an acute understanding of the product and have shared valuable marketing insights and creative ideas which can be implemented in the real world. Kudos to the students and the lecturers for a job well done!

*Josephine Soh
Marketing Manager
Cerebos Pacific Ltd (Singapore)*

Markets are different, but marketing is universal and applicable to a job in any part of the world. In fact, all companies ranging from hotels, banks, airlines to government ministries and agencies require marketing and branding expertise to grow their businesses and be leaders in their respective fields. Today, marketing is one of the most exciting, creative and important aspects of any business practice.

The course develops your knowledge and skills through a rigorous curriculum that meets the requirements of a knowledge-based economy. It provides you with practical and innovative learning experiences to prepare you for a career in this field.

The Freshman-year curriculum is oriented towards a fundamental understanding of the business environment and teaches basic business skills and concepts. In your Junior year, the curriculum focuses on the development of functional competencies in areas such as marketing research, consumer behaviour, new media marketing and customer relationship

management. The Senior-year curriculum focuses on strategic marketing, brand management, integrated marketing communications, global marketing and public relations to prepare you for entry into the professional marketing environment.

Through activities such as client-based projects, overseas study trips, industry talks and enrichment courses, you will see the transition of textbook theories to the practicalities of the real world. Our facilities, such as The Brand Hub, also add to your real learning by creating the actual working environment.

CAREER OPPORTUNITIES

This course opens the door to a varied range of opportunities for you. As you are trained to be flexible and creative problem solvers, employment prospects are bright in a wide range of challenging fields such as branding, advertising, marketing communications, events marketing, resort marketing, public relations, trade and consumer sales and marketing.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Music, Media Studies (English Language), Media Studies (Chinese Language) or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 93 credit units
Elective Subjects	: min 4 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 126 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3008	Student Internship Programme	3	8

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1001	Business Accounting 1	1	4
BAF1002	Business Accounting 2	1	4
BBS1001	Principles of Management	1	4
BBS1002	Organisational Behaviour	1	4
BBT1001	Computer Systems & Applications	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1002	Principles of Retail Management	1	4
BRM1005	Marketing Fundamentals	1	4
BMK2001	Advertising & Promotion	2	4
BMK2002	Consumer Behaviour	2	4
BMK2003	Customer Relationship Management	2	4
BMK2004	Financial Aspects of Marketing	2	4
BMK2005	Marketing Research	2	4
BMK2007	New Media Marketing	2	4
BMK2014	Creative Campaign Project	2	4
BMK3003	Global Marketing	3	4
BMK3004	Strategic Marketing	3	4
BMK3008	Public Relations	3	4
BMK3011	Brand Management	3	4
BMK3012	Sales & Account Management	3	4
BMK3013	Integrated Marketing Communications	3	4

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BMK3010	Services Marketing	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Retail Management



In today's competitive retail climate it is essential to learn, understand, and execute the mechanics behind successful retailing. Retailing is the final and decisive step in a complex business process between product development and customer satisfaction. There are few business schools focusing on retailing. This course will be a valuable contribution to the vibrant world of retailing today.

*Tom Huzell
Managing Director
IKANO Pte Ltd, IKEA Singapore and Malaysia*

The retail industry is a key sector of Singapore's vibrant economy. There is an increasing focus on creating clear skills and career advancement routes to raise the professionalism of jobs, improve customer service and retail productivity to make the retail industry an attractive long-term employment option.

This course trains you exclusively in the processes, technologies and trends of retail management. The training aims to help both large as well as small retailers in Singapore to level up and introduce world-class service standards into the specialised field of retailing.

In your Freshman year, training will focus on providing a strong business foundation and building your awareness of the nature and demands of the retail industry. In your Junior and Senior years, analytical and specialised subjects on the various aspects of retail management are offered. There is a strong emphasis on active learning and practical hands-on training in this course.

Furthermore, you will be exposed to up-to-date computer-based learning materials and methodologies and software application packages currently used in the retail industry. Highly specialised skills will be acquired through subjects such as Merchandise Buying, Retail Visual Merchandising, Mall Management, International Marketing & Retailing, and Retail Informatics.

You will engage in practical retail shop floor activities in our simulated retail store, 1st Avenue. This provides you with the necessary hands-on experience on the shop-floor level in the various practicums to facilitate your transition from education into the workplace.

CAREER OPPORTUNITIES

The field of retailing is large and opportunities for employment are available in many business organisations. With the multidisciplinary skills and relevant shop-floor practice acquired from the course, you will be suitable for a wide range of retailing careers. You could also be entrepreneurs managing your own businesses or be employed as retail operations supervisors, retail business development executives, merchandisers, visual merchandisers or marketing executives.

APPLICATION

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on "Admission and Requirements". For international students, please refer to the section on "Information for International Students".

MINIMUM ENTRY REQUIREMENTS

English Language (EL1)*	Grades 1 - 6
Mathematics (E or A)	Grades 1 - 6
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/ Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Music, Media Studies (English Language), Media Studies (Chinese Language), or Principles of Accounts.

**Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Ingeris).*

GRADUATION REQUIREMENTS

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 20 credit units
Diploma Subjects	
Core Subjects	: 95 credit units
Elective Subjects	: min 4 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 128 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BCS1007	Writing & Presentation Skills	1	4
BCS1008	Meeting Skills & Communication Etiquette	1	3
BCS1009	Business Correspondence & Job Search Skills	1	2
GCD1001	Applied Principles for Effective Living 1 (APEL 1)	1	1
GCD1002	Applied Principles for Effective Living 2 (APEL 2)	1	1
GCD1003	Applied Principles for Effective Living 3 (APEL 3)	1	1
BSI3010	Student Internship Programme	3	8

Diploma Subjects - Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BBS1001	Principles of Management	1	4
BBT1001	Computer Systems & Applications	1	4
BEC1001	Microeconomics	1	4
BEC1002	Macroeconomics	1	4
BLO1001	Business Statistics	1	4
BMK1001	Basics of Entrepreneurship	1	1
BRM1001	Retail Accounting 1	1	4
BRM1002	Principles of Retail Management	1	4
BRM1003	Retail Accounting 2	1	4
BRM1005	Marketing Fundamentals	1	4
BMK2005	Marketing Research	2	4
BRM2002	Retail Visual Merchandising	2	4
BRM2003	Merchandise Buying	2	4
BRM2006	Store Management	2	4
BRM2009	Retail Buying Behaviour	2	4
BRM2110	Financial Aspects in Retail Management	2	4
BRM2111	Retail Practical 1	2	3
BRM2112	Retail Practical 2	2	3
BMK3002	Entrepreneurship	3	4
BRM3007	Retail Informatics	3	4
BRM3008	International Marketing & Retailing	3	4
BRM3009	Mall Management	3	2
BRM3110	Retail Practical 3	3	3
BRM3111	Distribution Channels	3	4
BRM3112	Strategic Retailing	3	4
BRM3113	Retail Practical 4	3	3

Diploma Subjects - Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BLO1002	Business Calculus	1	4
BRM3006	Retail Promotion & Branding	3	4

Cross-Disciplinary Subjects

Students are required to obtain a minimum of 9 credit units from the list of Cross-Disciplinary Subjects.

Subject Synopses

BAF1001 BUSINESS ACCOUNTING 1

This subject provides an understanding of basic accounting concepts, the accounting conventions, and their applications in businesses. It covers the general framework of the accounting process, including the double entry system, the measurement of income, assets, liabilities and owner's equity, and the preparation of income statement and balance sheet for sole-proprietorships.

BAF1002 BUSINESS ACCOUNTING 2

This subject provides an understanding of various types of organisations, and skills to prepare and interpret final accounts of these organisations. It also covers preparation of the cash flow statement, accounting and control of non-current assets, cash and inventory.

BAF1003 FINANCIAL ACCOUNTING 1

This subject equips you with the principles of accounting, the analysis and recording of business transactions using the double entry system, the accounting process and accounting cycle for businesses. You will learn how to prepare financial statements within the framework of accounting assumptions and principles.

BAF1004 FINANCIAL ACCOUNTING 2

This subject builds on the foundation laid in Financial Accounting 1. It focuses on business profit determination under the accrual accounting system, the accounting system used to account for and control various business assets namely non-current assets, cash and inventory, and independent topics like accounting for incomplete records, and clubs and societies.

BAF1007 BASIC BUSINESS FINANCE

This subject provides a general overview of the balance sheet and profit and loss statement of the company. It also provides a basic understanding of the sources and allocation of funds within a business enterprise, and an appreciation of some of the financial tools and techniques used by the financial manager in the management of funds and other financial resources.

BAF2001 ACCOUNTING FOR HOSPITALITY & TOURISM

This subject explains and illustrates the accounting process and practices in hospitality and tourism establishments. You will learn double-entry bookkeeping and the preparation of financial statements.

BAF2002 BUSINESS FINANCE

This subject provides a basic understanding of the sources and allocation of funds within a business enterprise and the tools and techniques used by the financial manager in the management of funds and other financial resources.

BAF2003 COMPUTERISED ACCOUNTING SYSTEM

This subject prepares you to be a competent and effective user of a computer-based accounting information system. Areas covered include transaction flow and information processing in an accounting system, controls in accounting systems, and concepts of data flow from e-commerce applications to accounting systems. You will also be trained in accounting software widely used in industry.

BAF2004 COST & MANAGEMENT ACCOUNTING 1

This subject focuses on the use of accounting information for management planning decisions with emphasis on product costing. Topics covered include elements of costing, activity-based costing and activity-based management, absorption and variable costing, and cost-volume-profit analysis.

BAF2005 COST & MANAGEMENT ACCOUNTING 2

This subject focuses on the use of accounting information for planning, control and decision-making. Topics covered include relevant costing, performance evaluation, transfer pricing and budgetary control.

BAF2006 FUNDAMENTALS OF INVESTMENT

This subject provides a framework for understanding and analysing securities, and covers the key institutional features and theories of investment. Topics covered include the investment environment, return and risk in an investment setting, common stocks, fixed-income securities and alternative investments.

BAF2007 INTERNATIONAL FINANCE

This subject equips you with the practices of financial institutions, exporters and importers in international trade and introduces you to swaps, options and other instruments available for businesses in hedging foreign exchange and interest rate risks.

BAF2009 MANAGEMENT ACCOUNTING & FINANCE FOR HOSPITALITY & TOURISM

This subject covers the basic concepts of cost and financial management and introduces the use of different types of management tools for management decision-making within the context of a hospitality and tourism organisation. Topics include ratio analysis, cost-volume-profit analysis, time value of money and budgeting.

BAF2011 PARTNERSHIP & COMPANY ACCOUNTS

This subject focuses mainly on the business structures of the partnership and company forms of organisation. You will learn how to prepare the financial accounts of partnerships and companies.

BAF2012 INTRODUCTION TO BUSINESS FINANCE

This subject provides a general overview of the balance sheet and profit and loss statement of the company. It also gives a basic understanding of the sources and allocation of funds within a business enterprise, and an appreciation of some of the financial tools and techniques used by the financial manager in the management of funds and other financial resources.

BAF2016 MANAGEMENT ACCOUNTING & FINANCE

This subject covers the general framework of the financial and cost management processes. The subject focuses on the management of financial resources with topics such as financial analysis, sources of financing and capital investment evaluation. It also deals with basic cost concepts and how accounting information is used for costing, pricing and budgeting.

BAF2018 FUNDAMENTALS OF TAXATION

This subject gives an understanding of the Singapore income tax laws and practices and how these are applied to companies, individuals and other taxable persons. The computation of adjusted trade profit, capital allowances, personal reliefs and income tax liabilities will be discussed.

BAF2019 CORPORATE REPORTING & AUDIT

This subject introduces the financial reporting framework in Singapore and provides you with the basic skills in preparing and presenting group (consolidated) financial statements. You will also be exposed to fundamental concepts and techniques in auditing to gain an understanding of the purpose and practice of auditing in Singapore.

BAF3003 BANK TREASURY MANAGEMENT

This subject provides an overview of the foreign exchange and money markets. You will be introduced to the mechanics of trading in these markets and understand the operations of the settlement procedures.

BAF3004 COMPANY & PARTNERSHIP ACCOUNTS

This subject covers in detail the accounting requirements with regard to partnerships and companies. You will also learn the procedures to account for the legal profession in the preparation of Solicitors' Accounts.

BAF3006 CONSUMER BANKING

This subject provides an insight into the basic types of consumer banking services available in Singapore, and how these services are operated and marketed. Cases will be introduced to illustrate how these personal financial services are marketed.

BAF3007 CREDIT ADMINISTRATION & CONTROL

This subject enables you to become familiar with and understand the supportive functions of the credit administration department. It provides a working knowledge of the importance of good control systems in the credit risk and management department with the primary objective of effectively monitoring the quality of loan portfolio.

BAF3008 FINANCIAL ANALYSIS

This subject covers the application of financial analysis for investment, management and credit decision-making. You will learn how to review annual reports together with other sources of information and analyse company performance in the light of industry and economic conditions.

BAF3009 FINANCIAL INSTITUTIONS & MARKETS

This subject provides a comprehensive overview of the financial system structure in Singapore. You will learn the role and functions of the various financial institutions and how these institutions provide financial support to different types of business organisations and individual clients.

BAF3011 MANAGERIAL ACCOUNTING 1

This subject provides an insight into how accounting information is used as a tool by managers for making planning and control decisions. It emphasises the analysis and interpretation of cost information in management decisions and deals with the effect of management decisions on these costs. Topics include product costing, activity-based costing, analysis of segments and cost-volume-profit analysis.

BAF3012 MANAGERIAL ACCOUNTING 2

This subject introduces you to the tools and techniques used by managers in decision-making, control of operations and evaluation of performance. It emphasises the use of accounting information in managing an organisation. Topics include relevant costing, pricing, budgeting and performance measurements.

BAF3013 PERSONAL FINANCIAL PLANNING

This subject introduces you to personal financial planning. It covers the key aspects of financial planning, encompassing cash and credit management, investment planning, insurance planning, retirement planning, tax planning and estate planning.

BAF3014 PRACTICE OF TAXATION

This subject builds on the principles and concepts acquired from Fundamentals of Taxation. The calculation of benefits in kind for individuals, taxation treatment of partnerships, common investment incentives for companies, double taxation reliefs and distribution of corporate profits are covered.

BAF3016 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

This subject teaches you how to apply the financial tools and techniques to make decisions in selecting a portfolio of securities that meet a company's predetermined set of financial goals, especially in the investment of funds. Topics covered include security analysis and valuation, modern portfolio theory and formulation of investment policy.

BAF3019 ADVANCED ACCOUNTING

This subject provides an in-depth study of the advanced concepts and principles relating to accounting standards and consolidated accounts. It equips you with the requisite knowledge and skills to be effective in handling realistic and higher level problems and issues in financial reporting.

BAF3020 AUDIT PRACTICE

This subject provides a practical learning experience in which you will apply audit principles and techniques in simulated individual and group audit assignments. The aim is to prepare you for employment in professional firms where you will be able to handle various aspects of an audit assignment.

BBS1001 PRINCIPLES OF MANAGEMENT

This subject provides an insight into the key functions of management and the practical issues which managers of today face. Aspects of management such as planning, organising, leading, controlling, international management, business ethics and social responsibility will be covered.

BBS1002 ORGANISATIONAL BEHAVIOUR

This subject provides an insight into the key determinants of individual and group behaviour in an organisation. You will also learn how to use these concepts to improve your personal, interpersonal and group interaction skills.

BBS2001 HUMAN RESOURCE MANAGEMENT

This subject emphasises the role of line managers/supervisors in maximising organisational and employee performance through effective human resource management practices.

BBS2002 RECRUITMENT & HUMAN RESOURCE ADMINISTRATION

This subject provides you with the knowledge and requisite skills to support the following major functions of human resource management: manpower planning, recruitment, selection, placement, orientation, employee communication, employee wellness, and computerised human resource information systems.

BBS2003 MANAGEMENT OF EMPLOYEE RELATIONS

This subject exposes you to labour laws, the industrial relations framework of organisations and how to manage employee relations. You will also be introduced to a range of employee relations programme and learn how these can contribute to organisational effectiveness.

BBS2006 PRINCIPLES OF CORPORATE COMMUNICATION

This subject provides an overview of the principles and practices of corporate communication. Topics include corporate communication strategy, internal and external stakeholders, corporate identity and image management, corporate advertising, crisis management and corporate communication challenges.

BBS2007 CORPORATE JOURNALISM & PUBLICATIONS

This subject provides you with a theoretical and practical understanding of corporate journalism and publications so that you can critique and produce corporate communication tools for appropriate target stakeholders. You will plan, develop, present and evaluate various corporate communication literature and tools like newsletters, brochures, flyers, annual reports, websites and corporate videos.

BBS2008 FRANCHISING BUSINESS

This subject equips you with an understanding of franchising. It covers issues relating to the screening, evaluating, setting-up and expanding of new businesses in the area of franchising. The subject enables you to acquire skills to identify viable and feasible franchising business opportunities.

BBS2009 MANAGING SMALL & MEDIUM ENTERPRISES

This subject equips you with an understanding of how to manage the operations and challenges of small and medium-sized enterprises. You will acquire skills to manage the nature and challenges of small and medium entrepreneurial businesses. Through an understanding of issues pertaining to growth factors, market strategies and resource and operations management, the subject enables you to understand how an organisation manages the growth of business as markets and the competitive environment change.

BBS3001 HUMAN RESOURCE DEVELOPMENT

This subject provides you with well-rounded knowledge in the field of human resource development. Topics such as training needs analysis, design, implementation and evaluation of training programmes, and career development will be covered.

BBS3002 PERFORMANCE & COMPENSATION MANAGEMENT

This subject provides information on the design and implementation of performance and compensation management systems. Topics include performance appraisal, potential appraisal, pay for performance, salary and incentives administration.

BBS3003 CORPORATE EVENTS MANAGEMENT

This subject provides a theoretical and practical understanding of corporate events and enables you to develop practical skills necessary to plan, develop, present and evaluate a major corporate event. You will learn the whole corporate event management process, identify the key elements that are essential to the success of a corporate event and demonstrate an ability to plan, execute and evaluate a corporate event.

BBS3004 MEDIA RELATIONS & NEWS DISSEMINATION

This subject equips you with the practical knowledge and skills in media relations. You will learn how to plan a media relations programme, write news releases and captions, organise a media event, prepare for a media interview, create a media kit, conduct media research and select the appropriate media that will maximise coverage for an organisation.

BBS3005 PRODUCT DEVELOPMENT & INNOVATION

This subject equips you with the process skills for product development and innovation through a comprehensive approach for success. You will focus on the process of innovation – the process for entrepreneurs to exploit change, with the intention of practising the processes behind developing new products based on industry pressure to innovate. You will learn how to best transform exciting ideas into successful new products; how to capture knowledge and creativity in the successful development of products; and understand the structures and systems appropriate for innovation and new product development.

BBS3006 STRATEGIC ENTREPRENEURSHIP

This subject equips you with an understanding of entrepreneurship and entrepreneurial management from a strategic perspective. You will learn entrepreneurial strategy, how entrepreneurial firms overcome resource limitations, entrepreneurial action in innovation, market entry mode choices of corporate entrepreneurs, networking and alliances of small entrepreneurial firms with large companies, international entrepreneurship, strategic leadership, and the relationship between entrepreneurship and growth. Through understanding the issues and challenges of strategic entrepreneurship, you will appreciate the different approaches used by entrepreneurs in wealth creation in the current business environment.

BBS3007 ISSUES IN GLOBAL MANAGEMENT

This subject examines a variety of business and leadership practices with emphasis on global organisational values, diversity, challenges and culturally appropriate strategies for success in the rapidly changing world of international and multinational business.

BBT1001 COMPUTER SYSTEMS & APPLICATIONS

This subject covers the fundamental concepts in the main hardware components of a computer system. It provides you with an understanding of how these components are set up and how they function together. Current IT trends, mainly in the areas of e-commerce and Internet applications, will be discussed within the core framework of data communications, networks and security issues. Theory will be supplemented with hands-on exposure to web page creation and designing, and spreadsheet application.

BBT1002 MANAGING BUSINESS SYSTEMS

This subject draws upon the foundation studies in computing taught earlier in Computer Systems & Applications. The major components are database design, database management and information systems management. The subject will cover database concepts and techniques and the use of a popular database package. You will also learn about the strategic use of information systems and how they are developed and managed.

BBT1003 BUSINESS COMPUTING SKILLS

This subject is application-based and covers advanced features in office automation tools like presentation tools and spreadsheets, and how these can aid in business decision-making. You will also be taught to design and create web pages using popular web authoring tools and multimedia applications. Projects requiring these skills will be assessed. The hands-on aspect of the subject is complemented with fundamental concepts on computer systems and software, and an appreciation of the Internet and current IT trends.

BBT1005 COMPUTER TECHNOLOGY & OFFICE SYSTEMS

This subject covers the fundamental concepts governing the main hardware and software components of a computer system. It also covers the basic concepts of computer networking and Internet-networking and provides an introduction to information systems in organisations. Theory will be complemented with laboratory sessions, aimed to expose students to office productivity tools and to equip them with basic technical support skills.

BBT1006 E-BUSINESS MANAGEMENT

This subject covers the different types of e-commerce/business models, namely Business-to-Consumer and Business-to-Business. You will learn how companies adopt both business strategies and technologies to do business online, which include key concepts such as Internet marketing, customer relationship management and electronic payment systems. You will use an appropriate software to understand how an e-commerce system helps support B2C and B2B sales.

BBT1007 - BUSINESS OFFICE APPLICATIONS

This subject provides you with the fundamental concepts underlying the major components of a computer system and how these components work together efficiently and effectively. The theoretical foundation is complemented with laboratory hands-on exposure to using relevant office application software. It covers both basic and advanced features in the software to capture and manipulate data for strategic use.

BBT2002 OPEN TECHNOLOGY & BUSINESS SYSTEMS

This subject covers the phases of technological advancement, with emphasis on the characteristics of open technologies in general, and on information technologies in particular. The subject builds upon your knowledge of general business functions and leads to an understanding of the use of open technologies in business systems. You will be exposed to procedures, standards and practices in open technologies, and learn how to use an open-source language and a database to build an application.

BBT2003 DATA MINING

This subject equips you with the knowledge and skills of data mining to help companies understand their customers better and enhance their competitiveness. It aims to develop your understanding of the knowledge discovery process and build your awareness of the structure of data warehouses. The subject enables you to use various data mining techniques to discover patterns in data to explain current behaviour or to predict future outcomes. You will use data mining software to experimentally build and test data mining models, as well as interpret results and apply them to appropriate problems.

BBT2004 ENTERPRISE RESOURCE MANAGEMENT

This subject dwells on Enterprise Resource Planning (ERP), a powerful tool which provides a seamless information system to integrate the various functional modules of an enterprise. You will get to see how data sharing in real time throughout a company's functional areas increases the efficiency of operations and helps managers make better decisions. Today, greater attention is focused on extending the ERP to the Internet for e-commerce applications. You will understand the value of ERP systems to supply chain management and business intelligence. A popular ERP software will be used for hands-on exercises.

BBT3005 BUSINESS INFORMATION SYSTEM SECURITY & AUDIT

The main focus of this subject is to provide you with an understanding of information security with respect to information systems. It highlights the main principles of information security, introduces the different aspects of information security management and provides a high level view of computer forensics analysis. This subject also draws attention to the current industry practices, government policies and future trends by looking at certification, audits and plans that businesses are working on.

BBT3006 BUSINESS STRATEGIES IN INFORMATION TECHNOLOGY

This subject seeks to reinforce and consolidate the knowledge you have acquired in common business modules by applying them in the context of technology products and IT service companies. You will be taught sales force management, marketing, business development and other related strategies in IT companies. You will also learn the various stages of entrepreneurship, start-up financing, and strategies for start-up and growth. Through case studies and role plays, you will be exposed to contract management, negotiation, pricing, business proposal preparation and other common business activities in the IT industry.

BBT3007 OUTSOURCING MANAGEMENT

This subject provides you with an understanding of the basic concepts of outsourcing, the trends of outsourcing, the processes involved, and the business advantages that can be obtained. Organisations may seek benefits beyond cost cutting, such as service improvements and radical transformation, although this carries with it associated risks and challenges. You will learn about risk management in a rapidly changing business and IT landscape. This subject will cover both operational issues and strategic risks of IT outsourcing and multi-sourcing.

BBT3008 BUSINESS INTELLIGENCE

This subject aims to further your knowledge and understanding of the tools and techniques to support executive decision-making and manage business performance. It equips you with skills in using online analytical processing tools, visualisation tools, as well as advanced data mining techniques to bring about business intelligence for companies. It also examines the role that business intelligence plays in customer relationship management and knowledge management and explores trends affecting the future of business intelligence.

BBT3009 ENTERPRISE APPLICATIONS

This subject aims to equip you with the knowledge to successfully plan, design and implement enterprise applications. You will understand how the success of enterprise applications depends upon effective management, organisational change and the use of advanced technology. You will be kept abreast on how enterprise system vendors quickly adapt their systems to take advantage of the latest technologies like open systems, client/server technology, Internet/Intranet and e-commerce. You will have a chance to integrate the web-based ERP system and see the integration within and beyond the organisation.

BCC1001 FOOD SCIENCE & PRODUCT KNOWLEDGE

This subject provides you with the essential knowledge about food products, such as fruits, meats, vegetables, herbs and spices, used in the culinary and catering industry. Topics such as origin, classification, characteristics, storage, quality criteria, usage and nutrition will also be covered. You will also be introduced to wine and other alcoholic and non-alcoholic beverages from a food-harmony perspective. To encourage a thirst for knowledge and continuous improvement, food trends will also be discussed and taught.

BCC1002 FUNDAMENTALS OF FOOD & BEVERAGE

This subject introduces you to the fundamentals in food and beverage, which is essential knowledge in the catering business. You will learn about the various types of food, including the selection criteria for quality food and current food trends as well as the different types of alcoholic and non-alcoholic beverages. Essential knowledge on nutrition and correct hygiene practices are also covered.

BCC2001 WINE & BEVERAGE

This subject provides you with a broad understanding of wine and beverages. Topics covered include non-alcoholic beverages, fermented beverages, fortified and aromatised beverages, distilled beverages, compound beverages, mixed beverages and all major wine regions and their wines. You will also be able to appreciate the concepts of responsible service of alcohol, the effects of alcohol on the human body and mind, as well as food and wine harmony.

BCC2002 FOOD SAFETY & HYGIENE

This online subject introduces you to food production practices which are governed by regulations. Topics include hazards control; contamination prevention; pathogens and their characteristics; personal, food and environmental hygiene practice; food safety procedures and HACCP procedures; food flow and food quality management; cleanliness and sanitation; as well as pest management, accident prevention and crisis management.

BCC2003 FOOD & BEVERAGE OPERATIONS

This subject introduces you to all aspects of food and beverage operations. Historical influences and future trends in the industry will be discussed in the context of how they affect the business today. The steps to opening a restaurant will be covered. These include location selection, interior design and menu planning, as well as day-to-day operational concerns such as hygiene and sanitation, marketing, staff scheduling, motivation and management, service styles, customer service issues, profit and loss statements and technological innovations. Current legal, human resource and licensing issues will also be discussed.

BCC2004 CULINARY PRACTICUM

This subject is an intensive 600-hour practical course on the fundamentals of Western cooking with elements of Baking & Pastry as well as Asian cuisine. Not only are basics such as knife skills, stocks, sauces and cooking techniques covered in detail, there is also a strong focus on professionalism and developing the right service mind-set to excel in this exciting industry. Students will be cooking in modern, fully-equipped kitchens for real paying customers dining in our on-campus restaurants.

BCC3001 SERVICE PRACTICUM

This subject gives you first-hand experience in operating food and beverage outlets that provide guests with information, products and services. In the process, you will learn how to provide excellent service in guest relations and food and beverage environments. This will be carried out with a focus on maximising guest satisfaction.

BCC3002 CATERING MANAGEMENT

This subject focuses on the managerial aspects of food and beverage operations. It requires you to apply your learning from the subject Food & Beverage Operations. The subject culminates in a restaurant concept proposal and covers aspects such as manpower-planning, menu and wine list development, food and beverage costs control, as well as developing a food and beverage quality assurance programme.

BCC3003 BUSINESS REVENUE MANAGEMENT

This subject equips you with the knowledge and skills to effectively manage restaurant revenue by using techniques such as yield management, cost control, menu planning and engineering, as well as marketing and sales.

BCC3004 OPERATIONS & MANAGEMENT OF FOOD & BEVERAGE

This subject introduces food service management and operations. It covers the implications of day-to-day operations, basic cost control systems, profitable menu planning, restaurant floor plans, equipment layout and planning, human resource deployment and training, low cost internal marketing ideas, customer care and building sales, and technological innovations. Legislation and various licenses governing food and beverage operations will also be covered. The subject will challenge you to review ways of raising operational efficiency of food and beverage business set-ups.

BCC3005 MARKETING FOR RESTAURANT & CATERING

This subject exposes you to the marketing theories and techniques employed in the restaurant and catering business. It prepares you for the working world by not only equipping you with examples of tried and tested marketing efforts, but also challenges you to exercise creativity and innovation by developing your own marketing plan for a restaurant or catering business.

BCM1004 JOURNALISM 1: NEWSWRITING

This subject covers the fundamentals of news-gathering, news-writing and news-judgement for all media, study of news sources, fieldwork, research and interview techniques.

BCM1005 JOURNALISM 2: FEATURE WRITING

This subject exposes you to practice in research, interviewing and writing the feature story, human interest, trends, personality profiles, sidebars, backgrounders, and colour writing.

BCM1006 MEDIA & SOCIETY

The subject exposes you to an investigation into the societal role played by the mass media as a cultural, social, informational, economic, political and educational force. It examines the inter-relationships of all media and their potential impact on the population.

BCM1007 MEDIA MANAGEMENT PRINCIPLES

The subject is an introductory class to media management. It covers the managing of media institutions and discusses their evolution, development, institutional arrangements, operations, and economic and organisational structure. You will also learn the ways in which institutional and organisational arrangements affect professional behaviour and media content.

BCM1009 PHOTOGRAPHY

This subject introduces you to the technical and aesthetic principles of photography and digital imaging manipulation. The subject will cover aperture and shutter speed control, exposure and lens angling and image reproduction like the characters and ISO sensitivity of different films. You will also learn the basic concepts and practical skills of photojournalism.

BCM1012 ESSENTIALS OF GRAPHIC DESIGN

This subject is an introductory class to serve as the foundation for other core subjects. It will cover both the design and software aspects of graphics and layout. You will learn the various stages of conceptualising and drafting, as well as the actual production and incorporation of all elements into a single piece of print or electronic publication. You will also be taught the principles of design, typography and colour, to bring your message across to the target audience and elicit the correct response.

BCM1013 MARKETING & CORPORATE COMMUNICATIONS

This subject introduces you to the world of media marketing and publicity through various strategies and activities designed to promote products and services from an organisational perspective. You will also learn various promotional tactics in order to execute a marketing campaign to generate positive publicity and media coverage.

BCM1014 MEDIA SCRIPTWRITING

This subject provides a foundation in the principles and concepts involved in writing script for the media. It covers writing for different media platforms: radio, TV, video, new media as well as multimedia. You will learn the various stages of conceptualising ideas or stories, structuring and outlining, producing treatments, drafting scripts based on audience and purpose and revising scripts, taking into consideration visual treatments and styles for various scripts.

BCM2002 BASIC SUB-EDITING

In this subject, you will acquire skills in editing stories for clarity, consistency and conciseness for newspapers and news publications. You will also learn about editing for accuracy, word clarity, completeness and story organisation, grammar and word usage, punctuation, spelling, house style, as well as the mechanics of writing headlines and captions.

BCM2003 BROADCAST PERFORMANCE

You will be introduced to the fundamental aspects of presentation required for effective on-air broadcast performance. The main components covered will include breathing techniques, pronunciation, sentence structure, diction and vocal delivery. You will also be taught the relevant broadcast presenting skills for the different types of on-air broadcasting and how to conduct broadcast interviews.

BCM2006 FILM THEORY & CRITICISM

In film theory, you will be introduced to the aesthetics of cinema and taught how a film is created and how it functions. Attention will be focused on the four primary components of film technique and production: mis-en-scene, cinematography, editing and sound. Film criticism introduces you to the different schools of film criticism and how to write film critiques.

BCM2007 INTRODUCTION TO AUDIO PRODUCTION

This is an introductory subject to audio production. You will learn the essential writing, listening and technical skills required to produce programmes for radio. You will also learn the various tools of the trade and how to operate each effectively. As part of the course, you will be required to produce a series of short capsules for radio.

BCM2008 MULTI-CAMERA STUDIO PRODUCTION

In this subject, you will be introduced to the principles and concepts of multi-camera studio production. You will be taught to perform the various roles of the studio production crew and will be required to direct your own studio productions and complete a series of projects as part of the assessment.

BCM2010 RADIO STUDIO PRODUCTION

You will learn the techniques of live studio presentation including on-air announcing/presentation, conducting one-on-one interviews and chairing live panel discussions. You will also be trained to operate equipment used during live broadcasts. The subject also focuses on research and writing for radio, particularly in relation to planning of interviews and radio documentaries.

BCM2011 SINGLE CAMERA PRODUCTION

You will learn the concepts and processes in single camera production and will be taught the various stages of production. As part of the subject, you will learn camera operations, filming techniques, indoor/outdoor lighting techniques, basic scripting, directing and nonlinear editing.

BCM2014 DIGITAL MEDIA PRODUCTION

This subject offers an insight into the theory and practice of digital media design and development. It aims to provide you with an understanding of the fundamentals of interactive media design through exposure and manipulation of various media and techniques. You will learn the various tools required for creating digital content.

BCM2015 CHINESE MEDIA WRITING

Specially tailored for students interested in writing for the Chinese language media, this subject covers the various techniques and formats for writing in Chinese through an examination of reviews, editorials, features and reports. It also explores basic translation techniques.

BCM2016 MAGAZINE PRODUCTION

This subject covers the principles and techniques of magazine editing and production. You will practise writing headlines, titles and captions, photo-editing, layout design and use of computer editing technology. You will also study tools with which you can turn raw copy into publishable content that caters to specific audiences, angles and communication needs.

BCM2017 PROFESSIONAL COMMUNICATION

This subject emphasises the communication skills in a professional setting. You will be taught how to write effective business correspondences, including job application letter and resume, and how to conduct yourself at interviews. You will also be taught aspects of intercultural communication, meeting skills, as well as how to write minutes of meetings and proposals in a business setting.

BCM2018 MEDIA RESEARCH

The subject gives you a broad understanding of media research. It covers research methods, content analysis, survey research, experimental design, computer-based analysis tools and investigative reporting. You will conduct case studies on research reported in the media, examine the consequences of media research and study the research of "consumers" or readers.

BCM3010 WEB & DIGITAL MEDIA MANAGEMENT

This subject provides you with the knowledge and skills to develop and manage web pages and digital media applications. Through hands-on sessions, you will be introduced to the essential tools needed to develop digital media projects. You will also explore and discuss new technological changes in the media and communications industries. As part of the deliverables of the subject, you are expected to be able to build a fully-functional website and applications for various platforms.

BCM3011 MAJOR PROJECT

This 8-cu subject takes the form of a final project. It allows you to propose and develop one that showcases the knowledge, skills and abilities that you have gained through the CMM course. Working in a team, you will be given freedom to develop your projects within a supervisory relationship with your lecturers. In addition, you will also document and reflect on your project outcomes. You will also be taught basic project management skills such as proposal planning and crafting, budget planning and management, and drawing up timelines.

BCS1003 LEGAL COMMUNICATION SKILLS 1

This subject provides you with competencies for the academic world. You will be taught thinking and writing skills as well as skills in collaborative learning, oral presentation and basic writing.

BCS1006 ACADEMIC RESEARCH & WRITING SKILLS

This subject exposes you to the rigours of academic writing. It focuses on the writing process, structure of essays, idea development, and evaluation and use of resources. You will also be required to submit literature reviews and an academic essay.

BCS1007 WRITING & PRESENTATION SKILLS

The subject will give you an overview of report writing and presentation skills. In report writing, you will learn about the different types of reports and how to put together a complete business report using the appropriate language and format. In terms of presentation skills, you will learn how to prepare and deliver an effective oral presentation.

BCS1008 MEETING SKILLS & COMMUNICATION ETIQUETTE

This subject aims to equip you with the communication skills that are vital for your success at the work place. You will learn the skills of conducting yourself professionally in different formal business situations. You will also learn how to deal with cross-cultural situations and acquire networking skills. Additionally, you will develop skills in writing different types of business documents such as agenda, notice of meeting and minutes of meeting.

BCS1009 BUSINESS CORRESPONDENCE & JOB SEARCH SKILLS

The subject provides you with the relevant business correspondence skills for internal communication with company staff, and external communication with business partners. You will study business writing skills such as writing emails, memos and letters for inter-office and intra-office communication. You will also learn how to write job application letters and resumes, and how to conduct yourself appropriately at job interviews.

BCS2001 LEGAL COMMUNICATION SKILLS 2

This subject provides you with skills for the world of work. You will learn skills involving meetings, interpersonal relations, report writing and business correspondence.

BEC1001 MICROECONOMICS

This subject provides an understanding of the broad framework of microeconomic analysis. Conceptual tools of economic analysis such as scarcity, demand and supply will be introduced, followed by a study of consumer behaviour, product market and resource market.

BEC1002 MACROECONOMICS

This subject provides an understanding of the broad framework of macroeconomic analysis. The equilibrium level of national income, business cycle, unemployment, inflation, and monetary and fiscal policies will be discussed, followed by a study of international trade.

BHT1010 INTRODUCTION TO HOSPITALITY & TOURISM

This subject provides an overview of the multi-faceted nature of the hospitality and tourism industry. You will gain an insight into how the key sectors are organised and structured and how they relate to each other as an industry. The concept of tourism demands and tourism consumer behaviour will be introduced. Lastly, you will explore trends, issues and challenges facing the industry.

BHT1018 ETIQUETTE OF BUSINESS & SERVICE KNOWLEDGE

This subject covers the fundamentals of grooming, dining, office culture and practices that are essential in enabling you to make the transition from education to work. The service knowledge aspect will serve as a foundation upon which you can draw various theories and strategies of customer service and learn how to apply these in your future dealings with clients/customers during your internship and work life.

BHT1019 TRAVEL GEOGRAPHY

This subject approaches the study of key tourist destinations worldwide through an understanding of basic geographical characteristics and how these determine tourism resources in a country. It also highlights how these resources distinguish destinations and influence travel, and how travel, in turn, shapes the development of the tourism resources. Through e-learning, you will learn the framework on which you build your knowledge of world travel, explore techniques to enhance learning and build your confidence to sell destinations.

BHT2003 CLUB & RESORT BUSINESS

This subject covers the various definitions and classifications of club and resort business, resort planning and development, as well as operations and marketing of clubs and resorts. It gives you an appreciation of the operational challenges faced by clubs and resorts.

BHT2004 CULINARY SCIENCE

This subject provides you with basic culinary and catering knowledge and skills, and the opportunity to apply these through operating a commercial kitchen. You will learn the key aspects of kitchen operations which include professionalism, safety and sanitation, kitchen equipment operation, technical Western culinary skills and teamwork.

BHT2005 EVENT MANAGEMENT

The subject introduces the scope of events and their application in the context of the tourism industry. From this macro perspective, you will build a foundation in event conceptualisation, development and production, covering topics such as marketing of events, human resource management and budgeting, and staging.

BHT2009 SERVICE SKILLS METHODOLOGY

This subject gives you first-hand experience in operating a range of F&B outlets in their respective service styles. In the process, you will learn not only the technical skills required to provide efficient and competent service, but also how to provide elegant and gracious service to guests. This will be carried out with a focus on the mastery of basic technical skills such as wine service, order-taking and table setting. Maximising guest satisfaction through effective communication, attention to detail, creative and critical thinking skills will also be taught. The value of leadership and teamwork in running a successful food and beverage enterprise will be emphasised.

BHT2010 SPECIAL INTEREST TOURISM

This subject provides an overview of the development of special interest tourism within the context of general tourism, as well as the factors responsible for the growth of special interest tourism. You will also explore the specific interest areas in terms of product development and marketing.

BHT2012 TRAVEL & LEISURE BUSINESS

The subject provides an overview of the travel and leisure business in the 21st century. Specifically, topics encompassing the components and structure, key dynamics and the environment, and issues facing the world's largest business will be covered.

BHT2014 PRINCIPLES OF MARKETING FOR HOSPITALITY & TOURISM

This subject covers basic theories, concepts, and strategies applied in the marketing of hospitality and tourism products. Special attention will be given to marketing management issues surrounding the intangible nature of these products with key emphasis being placed on the importance of the service element.

BHT2015 TICKETING & RESERVATIONS

The subject looks at the reservation and ticketing of air products. You will be provided with an insight into how an itinerary is priced and tickets are issued. Hands-on learning is a feature of the subject as you will experience using a global distribution system programme such as the Amadeus Reservations System. Upon successful completion of the programme, you will be issued with a Certificate in Reservations and Ticketing that is recognised by the industry. The subject will also cover essential knowledge of the airline and travel industry.

BHT2020 AIRLINES BUSINESS MANAGEMENT

This subject will familiarise you with fundamental concepts on scheduled international air passenger transportation, and how the different components of this industry work together efficiently and effectively. Topics covered include an overview of the air transportation industry, airline marketing, airline operations and aircraft and route network.

BHT2021 TRAVEL & TOUR BUSINESS

The subject provides you with theoretical knowledge and foundational skills to manage travel and tour businesses in the area of itinerary planning and design and tour coordination and operations. You will also be exposed to niche tourism, business travel and the critical role played by Travel Management Companies (TMC). This subject wraps up with a look at the emerging trends, issues and challenges and the technological impacts faced by the industry.

BHT2022 BUSINESS ETIQUETTE & SERVICE EXCELLENCE

This subject focuses on two areas, the soft skills aspects of business and customer service. The former illustrates the importance of appropriate dressing, dining etiquette, cross cultural psychology and skills necessary to make the transition from student academic life to the work place. The latter (service excellence) grooms you to be practical philosophers of customer service. You will be challenged to look beyond the service norms to achieve a much higher level of desired service.

BHT3002 E-BUSINESS IN HOSPITALITY & TOURISM

This subject highlights how advancements in technology have shaped hospitality and tourism businesses. It also spots the trends in e-businesses and focuses on basic concepts such as e-customer relationship management and e-business planning and strategies.

BHT3006 DESTINATION PLANNING & DEVELOPMENT

This subject examines the processes involved in planning and developing a tourist destination. It provides you with the skills and knowledge necessary to plan, develop, and manage natural, cultural and financial resources in an environmentally responsible manner. It also focuses on the benefits and impacts associated with tourism development, as well as the strategies to enhance the benefits and counter the adverse effects of tourism development.

BHT3008 MEETINGS, INCENTIVES, CONVENTIONS & EXHIBITIONS

You will be introduced to a variety of theories, concepts, and strategies applied in the context of meetings, incentives, conventions and exhibitions (MICE). The subject equips you with an awareness of the diversity of meetings and their roles and contributions in enhancing tourism and destination development. It provides a broad understanding of the planning process for MICE activities and the different relationships between industry parties involved.

BHT3012 CONTEMPORARY SPECIAL INTEREST TOURISM

The subject provides an overview of the development of special interest tourism as a response to a more mature travelling public seeking a wide spectrum of experiences such as nature-based, cultural and heritage tourism. The factors responsible for the growth of special interest tourism, specific interest areas, strategies, policies, product development and marketing of this new and growing tourism sector will also be examined.

BHT3013 LODGING MANAGEMENT

This subject focuses on the fundamentals of lodging operations and management. It concentrates on the roles of the customer, operator and service provider. You will have a clear understanding of the importance of lodging systems and its effect on operations. The subject also provides an overview of the delivery management system. Emphasis will be placed on the property management and preventive maintenance systems as well as the distribution channel. There will be opportunities for you to apply knowledge gained within the area by exploring new and innovative ways to improve existing lodging operations and management.

BHT3014 HOTEL REVENUE MANAGEMENT

This subject provides an overview of revenue management as practised in lodgings as well as a review of the fundamental concepts of why, how and when to apply revenue management. Throughout the subject, you will have to integrate and apply your prior knowledge of other subjects to revenue management. You will then appreciate the role and importance of revenue management in the industry and its link to profitability. Case-studies based on real-life scenarios will feature in the subject and enable you to practise the principles learnt in revenue management.

BLM1001 CRIMINAL LAW

This subject covers the law relating to criminal offences and defences. The focus is on identifying and understanding the elements of major offences and defences in the Penal Code with reference to decided cases. Criminal offences in other key legislation such as the Misuse of Drugs Act and the Women's Charter will also be dealt with.

BLM1002 LAW OF TORT

This subject covers the main areas of civil actions available to parties seeking civil redress. These include the laws relating to negligence, nuisance, defamation, assault and battery.

BLM1003 LEGAL SYSTEMS & METHODS 1

This subject introduces the concept of law and the legal system in Singapore. You will learn the respective roles and structure of the executive, legislature and the judiciary. You will also be trained in case reading and statutory interpretation.

BLM1004 LEGAL SYSTEMS & METHODS 2

This is a follow-up on Legal Systems & Methods 1 to further reinforce skills such as statutory interpretation. There will be field trips to key legal institutions such as Parliament to bring alive the study of the legal system of Singapore. You will gain an insight into the Legislature and the Executive in this component.

BLM2001 CONVEYANCING LAW & PROCEDURE

This subject introduces the basic concepts relating to real property in Singapore and the procedural aspects connected with property transactions. You will learn topics connected with the ownership of land, registration systems, the law in relation to mortgages, landlords and tenants and strata titles. The procedures involved in the preparation of instruments for lodgement for such transactions will also be covered.

BLM2002 CRIMINAL PROCEDURE

This subject deals with the procedure in respect of criminal matters, from arrest to criminal litigation and appeal. It covers the entire process of administering criminal justice and criminal litigation as provided for in the Criminal Procedure Code and portions of the Evidence Act, and trains you to assist a criminal lawyer effectively.

BLM2003 FAMILY LAW

This subject introduces the law relating to the family in Singapore. Topics covered include marriage, divorce, the maintenance of wife and children, custody of children, family violence, division of matrimonial assets and the maintenance of parents. Close attention will be paid to the Women's Charter and relevant cases.

BLM2004 LAW OF CONTRACT

This subject provides an overview of the legal principles governing the formation of contracts, the rights and obligations created by certain types of clauses and the consequent remedies available to anyone who suffers a breach of contract. It also covers the major vitiating factors and the ways in which contracts can be terminated.

BLM2005 LEGAL ASPECTS OF BUSINESS

This subject provides a working knowledge of the general principles of law that are important to business. Topics covered will include law of contract, sale of goods and intellectual property.

BLM2007 LEGAL ASPECTS OF IT

The subject covers at an introductory level the law which is relevant to the information technology industry, and which an IT professional will be likely to apply in the course of his work or business.

BLM3001 ADVANCED CIVIL PROCEDURE

This subject focuses on the civil litigation process from the post-judgement stage, including the basics of insolvency proceedings. It also covers accident litigation, matrimonial proceedings and an introduction to the Electronic Filing System.

BLM3002 ARBITRATION & ALTERNATIVE DISPUTE RESOLUTION

This subject introduces the various dispute settlement processes with emphasis on mediation and arbitration. You will be coached on how to conduct a mediation session and will learn the various stages of the mediation process. Practical sessions will be reinforced with the theory of mediation, its concepts and techniques. The difference between mediation, arbitration and other dispute resolution will also be highlighted. Key concepts of arbitration and the laws and rules governing the arbitration process will be taught. An arbitration project will introduce you to the drafting of various documents required during the arbitration process.

BLM3003 CIVIL PROCEDURE

This subject introduces the litigation process from commencement of a writ action to enforcement of a judgement. It also covers the substantive legal principles underlying civil procedures and includes hands-on training in the drafting of court documents.

BLM3004 COMMERCIAL TRANSACTIONS

This subject introduces the Sale of Goods Act, the concepts of "property" and the passing of risk. It includes common commercial transactions like hire purchase and leasing and covers international trade and legal issues relating to e-commerce.

BLM3005 COMPANY LAW

This subject provides a basic understanding of the law that governs and regulates companies. Topics include types of corporate entities, Memorandum and Articles of Association, directors' duties, rights of members, corporate finance, winding up and judicial management of companies.

BLM3006 CORPORATE GOVERNANCE & COMPLIANCE

This subject equips you with an understanding of basic principles for good corporate governance in private and listed companies, as well as the internal compliance adopted by companies to comply with applicable laws and policies. You will learn the law which governs and regulates companies in Singapore with particular emphasis on the practical and procedural aspects.

BLM3007 INSURANCE LAW & PRACTICE

This subject provides an understanding of the law that governs the insurance business in Singapore as well as the concepts and legal aspects of insurance and its application to the main classes of insurance. Topics covered include risk management, insurance operation, insurance legislation and documentation, principles of insurance such as duty of utmost good faith and insurable interest, various classes of insurance such as motor insurance and the operational aspects of insurance in relation to claims and settlements. It also covers the duties and responsibilities of Agents and Brokers.

BLM3008 INTELLECTUAL PROPERTY

This subject covers the substantive law relating to main types of Intellectual Property Rights (IPRs) and includes Law of Confidence, Law of Passing Off, Law of Copyright, Law of Trade Marks, Law of Patents and Law of Designs. You will receive a brief introduction to the registration processes for trademarks and patents and to civil and criminal enforcements. You will also be given an overview of the Law of Information Technology, with reference to the Computer Misuse Act.

BLM3010 LAW OF BANKING & FINANCE

This subject introduces you to key aspects of the banker-customer relationship, and the rights and obligations owed by each party to the other. It covers the law relating to negotiable instruments and also examines the legal framework for various financing transactions.

BLM3011 MANAGEMENT OF LAW OFFICE & COURT TECHNOLOGY

This subject will cover most aspects of running and managing a law office including the management of human resources, the office environment, work flow management, office automation, record and document management, logistical support, electronic filing and litigation support systems.

BLM3012 SHIPPING LAW & PRACTICE

This subject introduces the general principles of shipping law and practice in Singapore, with emphasis on procedures in the arrest and sale of vessels and the salient aspects of ship registration. The law governing carriage of goods by sea will also be covered.

BLM3013 TRUSTS, WILLS & PROBATE

This subject is a study of the law relating to trusts, wills, intestacy, probate and administration. Particular attention will be paid to drafting of wills and the procedures for obtaining grant of Letters of Administration and Probate.

BLM3016 MEDIA LAW

Designed for non-law students, this subject looks at the laws, rules and regulations governing the media in Singapore. In particular, it focuses on intellectual property, slander and libel laws in relation to the broadcast, print and Internet media. The subject also addresses ethical issues and considerations in news reporting and gathering.

BLO1001 BUSINESS STATISTICS

This subject provides an overview of descriptive and inferential statistics. It includes sampling methodologies, basic concepts of probability and hypotheses testing used in inferential statistics.

BLO1002 BUSINESS CALCULUS

The subject provides concepts of calculus and an understanding of the application of calculus to solve business problems. Topics such as functions, graphs and limits, differentiation, exponential and logarithmic functions, and integration will be covered.

BLO1004 RESEARCH FOR HOSPITALITY & TOURISM MANAGEMENT

The subject provides a basic understanding of statistics and research techniques. You will learn to formulate a research problem relating to the hospitality and tourism industry, and to validate information sources that are useful in the solution of the problem. The subject also covers basic research theories and research-related software.

BLO2002 LOGISTICS & SUPPLY CHAIN MANAGEMENT

This subject covers the macro aspects of business logistics and supply chain management. It emphasises the integration of logistics with other functions of business and the contribution of logistics to the economy. It also examines other trends such as outsourcing and third party logistics (3PL). You will be given hands-on experience in using computer software to simulate the bull-whip effect in the supply chain.

BLO2003 MANAGEMENT SCIENCE

This subject equips you with management science techniques to solve real-life operations-related applications or problems. You will be able to apply the knowledge gained by using the related software in your decision-making processes.

BLO2004 OPERATIONS MANAGEMENT

This subject provides the various concepts and principles of operations management. The subject will focus on the application of operation tools used in both manufacturing and service industries. It will also cover the nature of operations, product development, process design and analysis, quality improvement tools, capacity planning, operations scheduling, facility location and layout planning.

BLO2005 PURCHASING PRINCIPLES & PRACTICE

This subject provides the knowledge of purchasing principles and practices, coupled with an understanding of the operations in supply chain management required for purchasing personnel to perform their duties. It covers supplier management, purchasing performance measurements, planning and control, negotiation, bidding and international procurement. You will be able to understand and appreciate the constraints associated with this field and be prepared for potential employment in the industry.

BLO2010 DISTRIBUTION CENTRE MANAGEMENT

This subject covers the various aspects of managing a distribution centre/warehouse. It includes the role of distribution in the total logistics process, the planning process for efficient operations of a distribution centre, the impact on customer service and cost, materials handling system, practices and trends of the warehousing industry in Singapore.

BLO2011 MATERIALS MANAGEMENT

This subject provides an overview of materials management with emphasis on planning, scheduling and controlling the flow of materials to achieve shorter lead time and faster turnaround for finished goods to reach customers. It also equips you with knowledge of inventory management and control. You will be taught the application of IT in materials management.

BLO3003 LOGISTICS PLANNING & CONTROL SYSTEMS

This subject deals with information systems and technology applications in logistics planning and control as a competitive advantage in business. You will be exposed to the application of IT in demand planning, warehouse management, transport management, order processing and other logistics areas. It also includes hands-on instruction and practice using industrial application software.

BLO3007 QUALITY MANAGEMENT

This subject deals with quality competitiveness and its impact on the success of organisations. It focuses on the principles of Total Quality Management and some of the common techniques associated with controlling quality. The subject covers the criteria and framework used in assessing companies' achievement of system quality. You will also be introduced to international industrial standards such as the ISO 9000 series and the Singapore Quality Award.

BLO3008 TRANSPORT MANAGEMENT

This subject covers the entire process of freight shipment. It includes the importance of transport in a changing business environment, costing and pricing methods for freight transportation, international shipments on import/export customs procedures and documentation. Other aspects of the shipment process such as terms of sales, impact on goods and services tax, insurance, liability and claims management, and special handling requirements of hazardous cargo will be discussed. You will be given hands-on training in the use of Tradenet and transport resource planning software.

BLO3009 LOGISTICS & OPERATIONS MEASUREMENT

This subject deals with the current approaches used in measuring performance of logistics and operations activities. You will be introduced to key performance indicators commonly used in the industry through the use of case studies. You will also learn to identify opportunities for performance improvement, conduct feasibility studies, quantify the benefits of the improvements and implement various improvement processes.

BLO3011 BIO-CHEMICAL LOGISTICS

The subject equips you with basic understanding of international and local regulations governing the logistical aspects of chemical and biochemical products and how to apply these regulations to ensure the safe storage, handling and transportation of chemical and bio-chemical products without endangering the safety of personnel and the environment. This subject also instils a sense of responsibility which is necessary when you have to deal with such products in an actual work environment.

BLO3012 LOGISTICS SERVICE MANAGEMENT

This subject focuses on the quantitative and qualitative aspects of managing customer-centric logistics services. It begins with an overview of logistics services and customer service. The service elements as applied to the supply chain processes of source, make, deliver and return will be discussed. You will also be introduced to common tools and techniques that support customer-driven service requirements. Discussions on customer service in an outsourced environment with central focus on 3PL will be also conducted.

BLO3013 ADVANCED SUPPLY CHAIN MANAGEMENT

The subject covers advanced topics in supply chain management. It comprehensively covers e-markets and extended enterprise for collaborative commerce, as well as relationship management and fulfilment strategies. Competitive supply chain models will be expounded on with contemporary measures on supply chain risks and continuity. The subject also uses industry software to help your learning.

BLO3014 SUPPLY CHAIN SIMULATION & MODELLING

This subject enables you to learn how to view supply chains as integrated process systems instead of isolated entities. You will use specialised software to model variables in production and delivery lead times, demand patterns as well as other random behaviours exhibited by supply chain members. You will learn the theory behind business process reengineering and how improvements can be made, as well as the use of software to model supply chain member relationships.

BLO3015 GLOBAL TRADE & SINGAPORE LOGISTICS

This subject deals with the roles of global trade and its impact on our economy. You will be able to use an appropriate trade financing or payment method in order to minimise risks in global trade. The subject also examines the roles of logistics in supporting the Singapore economy especially in the areas of distribution, manufacturing and transportation. You will gain a good understanding of the logistics sector and current key initiatives driven by government agencies such as the Economic Development Board and International Enterprise Singapore.

BLO3016 INTERNATIONAL FREIGHT PRACTICES

This subject provides you with in-depth knowledge of freight management, built on the foundation knowledge acquired in Transport Management. It focuses on the significance of freight transport in the global setting and freight as part of the production and distribution systems. Topics related to freight tariff systems, costing, operational flows, customs documentation and clearance procedure give you a good understanding of the practices in the industry. You will also be taught the best practices and performance measurements used in the industry. Strategies to increase the efficiency of freight and to encourage more efficient freight delivery will also be discussed.

BLO3017 COLD CHAIN MANAGEMENT

This subject provides you with the knowledge of health and safety factors in the storage, handling and transport of chilled and frozen food products. Topics related to food safety and health issues affecting individuals and the food industry will be discussed. You will be introduced to the regulations relating to the storage and transportation of chilled and frozen products in Singapore. You will also be taught the import and export requirements covering the logistical aspects of chilled and frozen food products.

BLR2001 INTRODUCTION TO LEISURE & RECREATION

This subject provides an overview of the leisure and recreation industry in Singapore and throughout the world. It covers the history, theories and concepts as well as an examination of the structure of the industry. You will learn how to manage the dynamics of leisure businesses by examining the social-political environments. Issues and challenges facing the industry will also be discussed in relation to the existing and potential key business players.

BLR2002 ATTRACTIONS MANAGEMENT

Forming the backbone of this subject is the study of the various types of visitor attractions, both man-made and natural, their unique characteristics and corresponding management and operational concerns. The linkage between attractions and their importance to the tourism industry will also be discussed. Case studies of the various types of attractions around the world will be used as platforms for discussing the various management issues facing the attractions industry.

BLR2004 INTRODUCTION TO GAMING OPERATIONS

The subject is designed to provide an overview of gaming operations. Key topics include the development of gaming, gaming trends, technology, hotel and resort gaming organisational structure, government regulations, consumer behaviour, marketing strategies, economic impact, social and cultural concerns.

BLR2005 TOURISM, CULTURE & SOCIETY

This subject is designed to provide an overview of how tourism will influence and impact upon culture and society. The key areas include heritage and culture as tourism products, the development of identity and place, cultural tourism, and the impact of societal trends on the tourism industry.

BLR2006 LEISURE & RESORT FACILITIES MANAGEMENT

This subject emphasises managerial responsibilities for efficiency in leisure and resort facilities design, cost-reduction management strategies and property maintenance strategies to ensure optimal performance of the facilities. Coverage also includes preventive and contract maintenance systems and processes, ISO 14000 requirements and major facility systems. Through e-learning mode, the scope covers most leisure and resort facilities ranging from spa, cruise and ferry terminals, airports, resorts, tourist attractions, clubs, as well as convention and exhibition facilities.

BLR3001 FESTIVALS & EVENTS MANAGEMENT

The subject introduces the scope and the operational aspects of events in the context of the leisure industry. To achieve this, you will be introduced to knowledge involved in the planning, development, programming and production of medium and large scale events. Key topics such as the type, importance of events for the leisure and tourism sectors, marketing, human resource management, and budgeting and staging will be examined.

BLR3002 RESORT OPERATIONS & MANAGEMENT

This subject gives you an understanding of the resort industry by first covering the historical development of resorts. This enables you to understand why various management approaches are applied to operational issues unique to resorts. Special attention will be paid to the planning, development, design and operations of year-round resorts, and especially on the programming of guest activities and the provision of recreation. The business aspects of resort management will also be examined.

BLR3004 CLUB MANAGEMENT

This subject covers the study of different types of clubs including city, country, and other recreational and social clubs. It focuses on the administration and management of club operations in the areas of lodging, food and beverage, management of service excellence and quality issues, financial management, marketing, events planning, recreation, sport and fitness facilities management. The subject emphasises the development of technical and conceptual skills for successful club management.

BLR3005 CRUISE BUSINESS

This subject covers a variety of theories, concepts and strategies applied in the context of cruise business management. The key areas include the historical development and growth of the modern cruise industry, as well as its characteristics, maritime issues, cruise facilities, cruise operations management with an emphasis on cruise destinations, itinerary planning, and sales and marketing aspects of the cruise business.

BLR3008 SPA & WELLNESS MANAGEMENT

This subject provides a comprehensive overview of the operations and management of spa and wellness businesses. As a starting point it will examine the different types of spa and wellness organisations and proceed to examine key areas in treatments and protocols, safety and hygiene practices, branding and facilities design, planning and management, marketing, human resource management and retailing. The dynamics of the spa and wellness industry as well as major issues and trends will be discussed.

BMK1001 BASICS OF ENTREPRENEURSHIP

This subject examines the traits of successful entrepreneurs and the basic elements of generating new business ideas. Through lectures, online learning and tutor consultation, you will have the opportunity to identify, assess and select viable businesses, and then develop preliminary business proposals through a typical entrepreneurship process. It helps to develop your entrepreneurial mind set.

BMK2001 ADVERTISING & PROMOTION

This subject provides you with an understanding of customer communications. It focuses on the role and the entire process that marketing communications play in developing strong relationships with customers, channels and other stakeholders in a variety of contexts.

BMK2002 CONSUMER BEHAVIOUR

This subject provides you with an understanding of customer buying behaviour. It focuses on the internal and external forces affecting customers' buying decisions in a variety of contexts.

BMK2003 CUSTOMER RELATIONSHIP MANAGEMENT

This subject provides an overview of the importance of developing long-term and profitable relationships with customers and the processes that enable an organisation to communicate and relate to customers. It focuses on managing customer dynamics, attitudes and perceptions.

BMK2004 FINANCIAL ASPECTS OF MARKETING

This subject provides a broad overview of financial management and introduces financial techniques and concepts that are important to marketers. It gives you an opportunity to use financial statements and ratio analysis to assess a company's financial health and its future prospects.

BMK2005 MARKETING RESEARCH

This subject provides an overview of the role of marketing research in the decision-making process that marketing managers undertake. In a rapidly changing world where timely and accurate information is vital to making sound business decisions, marketing research is an absolute necessity.

BMK2007 NEW MEDIA MARKETING

This subject offers you insights into the use of Internet technology and other new media as marketing tools and describes the manner in which transactions take place over networks in the practice of marketing.

BMK2009 PRINCIPLES OF MARKETING

This subject provides an integrated introduction to marketing. A managerial approach will be employed to build a basic range of skills needed to sense, serve and satisfy customer needs now and in the future. Key topics include the environmental forces affecting the marketing process, tools used by modern marketers and the key marketing mixes.

BMK2014 CREATIVE CAMPAIGN PROJECT

This subject provides an understanding of the creative process and practical issues in marketing campaigns. You will learn to generate effective communication messages and creative strategies and explore different techniques in visual communication. You will also learn the essentials of client and campaign management and get an overview of socially responsible communication and practices.

BMK3002 ENTREPRENEURSHIP

This subject gives you an opportunity to conduct field research, in order to identify, evaluate and develop a viable business. You will create a realistic business plan expected of an entrepreneur or intrapreneur. You will also be given the opportunity to learn the skills for managing entrepreneurial start-up businesses and understand the difficulties faced by entrepreneurs.

BMK3003 GLOBAL MARKETING

This subject covers the principles and practices of global marketing. Among other things, you will acquire the ability to assess and select target country-markets for market development, know how to evaluate and use the most suitable market entry strategies to service country-markets and develop a basic global marketing plan.

BMK3004 STRATEGIC MARKETING

This subject provides an overview of the planning and control in strategic marketing development and implementation. Product development, innovation and creativity are highlighted to reflect the increasing importance in these key areas. The impact of rapid advances in technology on globalisation and implications for marketing will also be covered. You will develop core skills in preparing and presenting practical marketing plans.

BMK3005 INTERNATIONAL BUSINESS

This subject is a broad study of the field of international business. The major topics focus on theories and patterns of international trade and international investment, the international business environment, the market entry strategies of international firms, international human resource management and issues, the global monetary system and the strategic management of international businesses.

BMK3006 PRACTICE OF ENTREPRENEURSHIP

This subject gives you the opportunity to conduct field research in order to identify, evaluate and select a viable business. You will develop a realistic business plan expected of an entrepreneur or intrapreneur. You will be given the opportunity to learn the skills needed for managing entrepreneurial start-up companies and to understand the challenges faced by entrepreneurs and intrapreneurs working for large companies.

BMK3007 PRINCIPLES OF ENTREPRENEURSHIP

This subject covers the key principles of entrepreneurship. The early part of the course examines the traits of successful entrepreneurs. You will learn how to identify business opportunities and be given the opportunity to conduct field research in order to identify, evaluate and select viable businesses. You will then prepare basic business plans.

BMK3008 PUBLIC RELATIONS

This subject seeks to equip students with the essentials of public relations and event management. Students will acquire the theories, tools and techniques of public relations and apply them to real-life situations professionally. Emphasis will be placed on public relations and events that seek to enhance understanding between an organisation and its stakeholder publics.

BMK3010 SERVICES MARKETING

This subject focuses on the unique challenges of managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service are at the heart of the subject content. The content is equally applicable to organisations whose core product is service and to those that depend on service excellence for their competitive advantage.

BMK3011 BRAND MANAGEMENT

One of the most valuable intangible assets that a company has is the brand that it has invested in and developed over time. Like people, brands have their own individual personality. This differentiation drives the ability for the brand to grow and expand. This subject focuses on exploring and understanding the importance of brands, what brands mean to consumers and how to develop, manage and protect brands.

BMK3012 SALES & ACCOUNT MANAGEMENT

This subject provides you with a comprehensive coverage of consultative selling, partnering, value-added selling, contextualised selling in both consumer and non-consumer industries, and fundamentals of sales management.

BMK3013 INTEGRATED MARKETING COMMUNICATIONS

This subject provides you with an opportunity to gain a basic understanding of the various marketing communication functions, media alternatives, creative strategy and the integrated marketing communications concept and process. Topics covered include advertising, public relations, sales promotion, direct marketing and evaluation and strategies in integration. You will apply these tools and concepts to develop long-term, profitable brand relationships.

BMP3003 MAJOR PROJECT (BUSINESS INFORMATION TECHNOLOGY)

This subject provides you with an opportunity to apply your knowledge and skills acquired during classes and working experience in the Student Internship Programme. Students work in teams throughout the semester to produce a business proposal, system prototype, and technical documentation. They are also required to make a formal presentation of the project undertaken.

BMP3007 MAJOR PROJECT (LOGISTICS & OPERATIONS MANAGEMENT)

This subject provides you with an opportunity to understand real-life problems in companies. The integration of the various fields of logistics requires you to apply the knowledge learnt to solve real-life problems. You will work as a team to identify objectives and provide recommendations for improvement.

BRM1001 RETAIL ACCOUNTING 1

This subject explains and illustrates how retail business transactions are recorded, summarised, classified and reported and the underlying accounting principles that govern the techniques employed.

BRM1002 PRINCIPLES OF RETAIL MANAGEMENT

This subject introduces the basic principles and concepts in the field of retailing with particular emphasis on topics ranging from an introduction to basic retailing principles and practices, building and sustaining relationships in retailing to the key elements in the retail marketing mix.

BRM1003 RETAIL ACCOUNTING 2

This subject explains and illustrates how a retail business transacts with particular emphasis on cash management, inventory management, accounts receivables, accounts payables, fixed assets, long-term liabilities and shareholders' equity.

BRM1005 MARKETING FUNDAMENTALS

This subject provides an understanding of the basic concepts and practices of modern marketing. It focuses on the role and the tools utilised by marketers in developing the appropriate marketing mix and in the identification of target segments.

BRM2002 RETAIL VISUAL MERCHANDISING

This subject equips you with the skills and abilities to help retail operations visually differentiate themselves. It focuses on principles and practices of visual merchandising with particular emphasis placed on design principles, visual display components, types of visual merchandising techniques and emerging trends in visual merchandising.

BRM2003 MERCHANDISE BUYING

This subject provides you with an understanding of merchandise buying in a retail context. It focuses on the internal and external forces affecting buyers' decisions in a variety of retail contexts. Topics include the role of a buyer, retail merchandise planning and assortments and factors surrounding the purchasing environment.

BRM2006 STORE MANAGEMENT

This subject introduces the basic principles of store management with particular emphasis on topics ranging from introduction to store management, human resource management to operational management.

BRM2009 RETAIL BUYING BEHAVIOUR

This subject provides you with an understanding of consumers' buying behaviour in a retail context. It focuses on the internal and external forces affecting consumers' decisions in buying behaviour in a variety of retail contexts.

BRM2110 FINANCIAL ASPECTS IN RETAIL MANAGEMENT

This subject provides a broad overview of finance and accounting fundamentals that includes financial techniques and concepts that are important to the retailing industry. You will learn the various financial aspects of retailing such as the analysis of financial statements, merchandise budgeting and capital investment decisions.

BRM2111 RETAIL PRACTICAL 1

This subject provides you with hands-on practical experience as front-liners in the retail industry. You will experience and carry out the roles of cashiers, sales associates and kiosk executives. You will be equipped with the knowledge, skills and selling techniques to provide excellent customer service and create a customer focused retail environment.

BRM2112 RETAIL PRACTICAL 2

This subject provides you with hands-on opportunities in the understanding and application of retail concepts. You will learn to conceptualise ideas and apply the appropriate visual displays and fixtures, merchandise planning and assortments to create an impressive retail image that will be retained in the customer's mind.

BRM3006 RETAIL PROMOTION & BRANDING

This subject covers the fundamental principles of retail advertising and promotion together with retail branding. It explains the role of an integrated marketing communication strategy in the creation of a brand image that retailers adopt to differentiate themselves from the competitors. Topics covered range from situational analysis, marketing communication mix to building brand equity.

BRM3007 RETAIL INFORMATICS

This subject provides you with the working fundamentals in Internet retailing and Customer Relationship Management (CRM). Emphasis will be placed on understanding the role and contemporary challenges of Internet retailing, customer relationship management strategies, basics of website design and ethical issues on the Internet.

BRM3008 INTERNATIONAL MARKETING & RETAILING

This subject provides you with skills to address major issues and complexities affecting marketing and retailing at a global level. Areas of focus include internationalisation strategies and the cultural dimensions impacting international marketing/retailing and global trends.

BRM3009 MALL MANAGEMENT

This subject covers an overview of fundamental aspects and practices in mall management. It includes topics on mall positioning strategies, tenant management and leasing negotiations. You will learn to determine mall retail strategies, apply retail techniques to optimise tenant mix and manage mall resource allocations.

BRM3110 RETAIL PRACTICAL 3

This subject seeks to provide you with the opportunity to plan and manage retail events such as new retail business launches, product launches, and other high profile retail promotional events. You will have the opportunity to create a project blueprint for the planning and execution of important retail-based events, for example, new retail store launches and new retail concept launches.

BRM3111 DISTRIBUTION CHANNELS

This subject introduces the principles of distribution channels in the retail business. It covers the logistics and supply chain concept and its applicability to the retail sector. Topics include relationships in the supply chain management, retail logistics and the impact of technological factors on the distribution channels.

BRM3112 STRATEGIC RETAILING

This subject provides an overview of the planning and control in strategic retailing and implementation. Product development, innovation and creativity are highlighted to reflect the increasing importance in these key areas. The impact of rapid advances in technology on globalisation and implications for marketing are also covered.

BRM3113 RETAIL PRACTICAL 4

This subject provides you with the knowledge and skills required to start a retail business and develop a differentiating retail strategy. It integrates the knowledge and content covered over your three years of study. You are expected to apply core retail concepts and frameworks in the context of retail management.

From the perspective of a start-up retailer, you will have the opportunity to analyse and evaluate the relevance of retail format, location analysis, target market behaviour, customer retention programme, customer service and store image analysis. Your analysis allows you to formulate a business plan covering aspects such as retail operations, merchandising, product development, visual merchandising communication, financial forecast, human resource, promotion and branding.

BSI3011 STUDENT INTERNSHIP PROGRAMME (ACCOUNTING & FINANCE)

This 14-week internship links your learning with the real world. You will be placed in relevant industrial/commercial organisations so that you can bring your classroom knowledge into the working world and apply them in actual work situations. Besides reinforcing technical concepts and skills in accounting and finance, this practical training also provides the opportunity to build important soft skills such as problem-solving, communication and teamwork.

BSI3002 STUDENT INTERNSHIP PROGRAMME (BUSINESS)

This 12-week internship links your learning with the real world. You will be placed in relevant industrial/commercial organisations so that you can relate what you have learnt in the classrooms with actual work situations. This practical training provides you with the opportunity to apply the concepts and skills acquired through specific jobs.

BSI3003 STUDENT INTERNSHIP PROGRAMME (BUSINESS INFORMATION TECHNOLOGY)

This 16-week internship programme links your learning with the real world. You will be placed in relevant industrial/commercial organisations so that you can relate what you have learnt in the classrooms with actual work situations. This practical training also provides you with the opportunity to apply the concepts and skills acquired through working in companies and organisations.

BSI3004 STUDENT INTERNSHIP PROGRAMME (COMMUNICATIONS & MEDIA MANAGEMENT)

The 24-week internship programme is designed to expose you to the work environment where you will not only learn how organisations are run, but will also be given the chance to apply what you have learnt in the first two years of your course. You will be interning with media companies or performing in a communications and media role with companies in many different industries.

BSI3006 STUDENT INTERNSHIP PROGRAMME (LAW & MANAGEMENT)

This 12-week internship links your learning with the real world. You will be placed in law firms, the courts or legal departments of private and public organisations, so that you can apply what you have learnt in the classrooms to actual work situations. This practical training also provides you with the opportunity to pick up concepts and skills that can only be acquired at the workplace.

BSI3007 STUDENT INTERNSHIP PROGRAMME (LOGISTICS & OPERATIONS MANAGEMENT)

This 12-week internship links your learning with the real world. You will be placed in relevant industrial/commercial/service organisations so that you can relate what you have learnt in the classrooms to experiences in an organisational setting. This practical training also provides you with the opportunity to apply logistics and operations management concepts and skills to projects and work situations.

BSI3008 STUDENT INTERNSHIP PROGRAMME (MARKETING)

The Student Internship Programme is intended to supplement your education by providing real-world experience within a formal organisational setting. It couples the necessary integration of substantive knowledge with behavioural skills and communication techniques that are essential for effective professional performance.

BSI3010 STUDENT INTERNSHIP PROGRAMME (RETAIL MANAGEMENT)

The Student Internship Programme is intended to supplement your education by providing real-world experience within a formal organisational setting. It couples the necessary integration of substantive knowledge with behavioural skills and communication techniques that are essential for effective professional performance.

BSI3012 STUDENT INTERNSHIP PROGRAMME (CULINARY & CATERING MANAGEMENT)

This subject is designed to supplement your education through first-hand experience of the work environment. It allows you to integrate the knowledge and skills you have learnt over the course of your study and apply them to actual situations in the industry.

BSI3013 STUDENT INTERNSHIP PROGRAMME (LEISURE & RESORT MANAGEMENT)

This subject is designed to supplement your education through first-hand experience of the work environment. It allows you to integrate the knowledge and skills you have learnt over the course of your study and apply them to actual situations in the industry.

BSI3014 STUDENT INTERNSHIP PROGRAMME (HOSPITALITY & TOURISM MANAGEMENT)

The Student Internship Programme is designed to give you first-hand experience of the work environment. It provides an opportunity for learning through the application of the skills sets, techniques and classroom knowledge gained to real life situations. All students must undertake a project that is beneficial to the company they are placed in.

CID1C02 WEB DESIGN

This subject covers the basic characteristics of multimedia elements and the underlying technologies behind text, graphics, animation, audio and video. You will learn to use multimedia and web authoring tools to create a multimedia website based on sound design principles.

CFI1C04 SYSTEMS ANALYSIS

This subject introduces the theory and practice of Systems Analysis in the problem definition, requirements analysis and logical design phases of an application project life cycle. It enables you to undertake, in a methodical manner, the analysis of a given problem situation, to produce a definition of user requirements and to design an appropriate information system from the requirement specifications, using appropriate methods, tools and techniques.

CIM1Z01 DATABASE INFORMATION SYSTEMS

This subject equips you with the necessary skills to formulate queries and use simple Web forms for information system development. It will introduce you to the fundamental concepts of relational database systems and the techniques of designing relational databases.

GCD1001/1002/1003 APPLIED PRINCIPLES FOR EFFECTIVE LIVING (APEL)

Applied Principles for Effective Living is TP's Core programme consisting of three subjects, namely APEL 1 (Personal Effectiveness), APEL 2 (Interpersonal Effectiveness) and APEL 3 (Extropersonal Effectiveness). APEL was specially developed for TP students with the aim to help nurture in them the dispositions (i.e., attitudes, skills, knowledge) towards the Principles for Effective Living, hence laying the vital foundation for their life-long success. The principles introduced in this programme are largely derived from applied psychological studies.