

Gerontological Management Studies



“

...the curriculum, underpinned by sound domain knowledge on Gerontological Studies and Business Management principles will put your graduates in good stead to serve the specific needs of the emerging silver industry.

Mrs Helen Ko
Executive Director
Beyond Age

Who do we have: A new generation of older adults, who are healthier, richer and better educated than their predecessors. They belong to the silver industry that is expected to be worth USD\$3 trillion in a few years' time, within the Asia-Pacific alone.

Who do they need: Graduates with an in-depth understanding of the silver market and the 'business of ageing' to support the aspirations of this increasingly significant sector of the population.

If you enjoy working with people, and would like a career in helping older adults achieve fulfilling and productive lives, then this is the course for you. As the population ages and people are living longer, there will be a dramatic growth in opportunities in the silver industry. In view of this trend, the course is designed to meet the specific requirements of this rapidly growing industry and market group.

The course offers a multi-disciplinary curriculum that is underpinned by a sound knowledge of gerontology with insights from sociology and psychology. You will be equipped to apply this knowledge of ageing issues in a range of business settings. The course provides you with specialised training in the following areas identified as growing sectors by the silver industry: travel and leisure, financial products and services, and health and wellness. You will acquire a working knowledge of the relevant industries through practical education, training and project work.

Career Opportunities

The course prepares you for a rewarding career in the silver industry. Careers you can look forward to include being business executives, tourism and leisure management officers, human resource and training executives, marketing executives, investment and financial planning officers, retail executives, international patient services coordinators, social work associates, programme management officers, managers of retirement villages, sports and wellness consultants, and entrepreneurs. You will also be well-positioned to take on other people-oriented careers that focus on providing products and services to the mature generation.

The scope of jobs available to you will not be limited to the silver industry since the business training provided will be valuable in all business environments.

Graduation Requirements

Cumulative Grade Point Average	: min 1.0
TP Core Subjects	: 19 credit units
Diploma Subjects	
Core Subjects	: 85 credit units
Elective Subjects	: min 12 credit units
Cross-Disciplinary Subjects	: min 9 credit units
Total Credit Units Completed	: min 125 credit units

Course Structure

TP Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
GCS1001	Fundamentals of Public Speaking	1	3
GCS1002	Academic Writing	1	2
LEA1001	Leadership: Essential Attributes & Practice 1 (LEAP1)	1	1
LEA1002	Leadership: Essential Attributes & Practice 2 (LEAP2)	1	1
LEA1003	Leadership: Essential Attributes & Practice 3 (LEAP3)	1	1
GCS3001	Professional Communication Skills	3	3
GIP3001	Student Internship Programme	3	8

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 - 7
Any three other subjects, excluding CCA	Grades 1 - 6

To be eligible for selection, applicants must 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, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English)/ Media Studies (Chinese), Music.

Applicants must have also sat for one of these subjects:

Additional Mathematics, Art/ Art & Design, Business Studies, Chinese, Combined Humanities, Commerce, Commercial Studies, Creative 3D Animation, Design & Technology, Economics, Elementary Mathematics, Food & Nutrition, Geography, Higher Art, Higher Chinese, Higher Malay, Higher Music, Higher Tamil, History, Introduction to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Malay, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts, Tamil.

* *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).*

Diploma Subjects – Core Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
ANT1003	Nutrition Fundamentals	1	3
BAF1007	Basic Business Finance	1	4
BBS1001	Principles of Management	1	4
BRM1005	Marketing Fundamentals	1	4
GEM1008	Introduction to Gerontology	1	4
GEM1009	Introduction to Sociology	1	4
GEM1010	Lifestyle, Ageing & Well-Being	1	4
GEM1011	Applied Social Research	1	4
GEM1012	Programme Planning	1	4
GPS1010	General Psychology	1	4
GEM2000	Sociology of Ageing	2	4
GEM2004	Ageing & Illness	2	4
GEM2013	Psychology of Ageing	2	4
GEM2014	Health Promotion & Active Ageing	2	4
GEM2017	Marketing to Older Adults	2	4
GEM2018	Community Development with Older Adults	2	4
GEM2019	Physical Activities & Wellness for Older Adults	2	4
GEM2022	Gender Issues in Later Life	2	4
BMK3012	Sales & Account Management	3	4
GEM3006	Major Project	3	6
GEM3011	Contemporary Issues in Ageing Societies	3	4

Diploma Subjects – Elective Subjects

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Elective Cluster Subjects - Financial Product & Services</u>			
GEM2020	Insurance & Retirement Planning	2	4
GEM2021	Investment Basics & Planning for Retirement	2	4
GEM3010	Financial Planning Ethics & the Silver Client	3	4
<u>Elective Cluster Subjects - Travel & Leisure</u>			
BHT2005	Event Management	2	4
GEM2015	Tourism, Services & Trends	2	4
GEM2016	Itinerary Planning & Management	2	4

Cross-Disciplinary Subjects

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