

# Diploma in Commerce

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

GLOBAL  
DIPLOMA

Full-time Programmes



KAPLAN

HIGHER EDUCATION  
ACADEMY

# KAPLAN HIGHER EDUCATION ACADEMY IN SINGAPORE

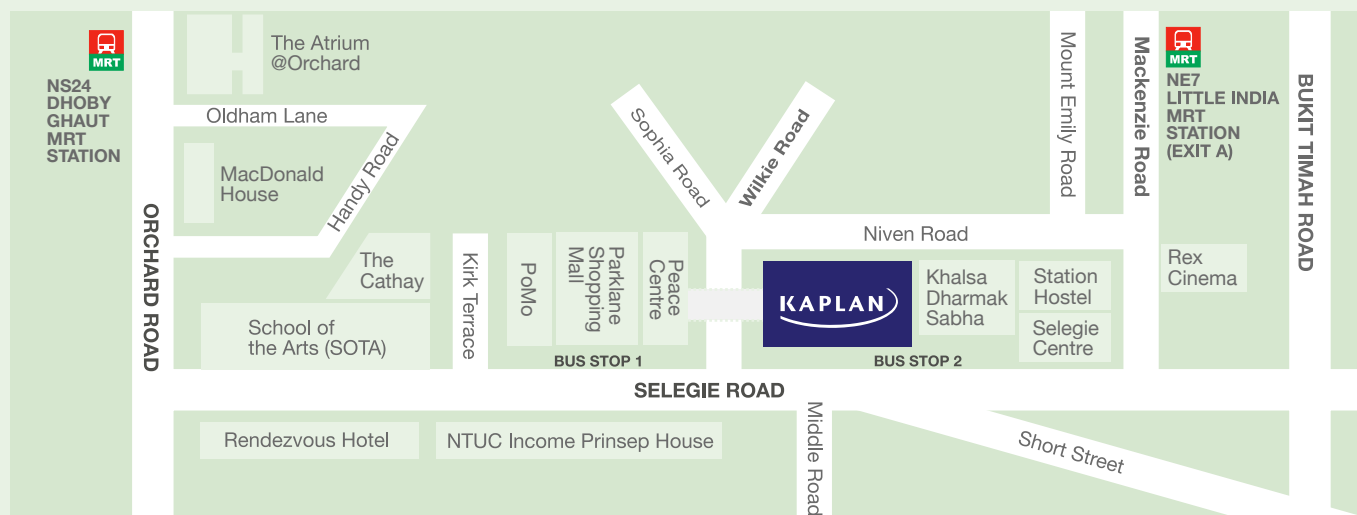
Kaplan Higher Education Institute is part of Kaplan, Inc., a leading international provider of educational and career services for individuals, schools and businesses. Kaplan serves students of all ages through a wide array of offerings, including higher education and professional training. Kaplan Inc. is a subsidiary and the largest division of The Washington Post Company (NYSE: WPO). Today, thousands of students are enrolled in Kaplan Higher Education Institute in Singapore, pursuing part-time programmes that range from diplomas and degrees to Masters.

Through collaboration with prestigious Australian and European universities, Kaplan offers career-oriented academic programmes designed to provide students with the skills necessary to qualify them for employment in the fields of Accounting & Finance, Business & Management, Communication & Media, Engineering, Hospitality & Tourism Management, Humanities & Social Sciences, Information Technology, Nursing & Allied Health and Legal.

## The Kaplan City Campuses

Kaplan is one of the largest private education institutions in Singapore, spanning 2 campuses. The Kaplan City Campus @ Orchard is 60,000 sq ft and is equipped with 31 classrooms, state-of-the-art facilities and a comprehensive library.

The Kaplan City Campus @ Wilkie Edge has since expanded to more than 50,000 sq ft, housing the sales and academic departments to cater to the growth of the businesses. This allows students to enjoy a more comfortable campus environment. Within a 10-minute walk from Dhoby Ghaut MRT Interchange station, Wilkie Edge is located along Selegie Road, near the junction of Wilkie Road and Sophia Road.



Kaplan City Campus @ Wilkie Edge Location Map

## Awards & Recognition



- Voted #1 Preferred Private Education Institution to Pursue Diplomas
- Voted #1 Preferred Private Education Institution Overall



- One of the Top 3 Best Private Schools in Singapore for People's Choice Awards 2009, 2010 & 2013

# PROGRAMME STRUCTURE



The Global Diploma – Diploma in Commerce is a programme to be completed in 8 months. Upon completion of the Global Diploma, students can continue to pursue a Bachelor's degree from a partner university with Kaplan Higher Education Academy in Singapore.

## Structure of the Global Diploma

### Diploma in Commerce

All students have to take the **REQUIRED CORE UNITS** and either choose to take **GENERAL STUDIES** or a **SPECIALISATION**.

#### BUSINESS ADMINISTRATION SPECIALISATION

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

#### HUMAN RESOURCE MANAGEMENT SPECIALISATION

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

#### MARKETING MANAGEMENT SPECIALISATION

- International Marketing
- Marketing Communication
- Consumer Behaviour
- Marketing Principles

#### FINANCE AND BANKING SPECIALISATION

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

### REQUIRED 4 CORE UNITS

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

#### SALES AND RETAIL MANAGEMENT SPECIALISATION

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

#### HOSPITALITY AND TOURISM MANAGEMENT SPECIALISATION

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

#### LOGISTICS & SUPPLY CHAIN SPECIALISATION

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

#### GENERAL STUDIES

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

# ACADEMIC ADVANCEMENT

## The Kaplan Global Diploma Pathway

'N' / 'O' / 'A' LEVELS  
NITEC / HIGHER NITEC

Diploma

Bachelor's Degree

◀ Possible completion within 2.5 years. Subject to entry qualifications. ▶

- Possible completion of 8 units in 8 months for all diplomas
- Possible advanced standing to second year of our university partners' Bachelor degrees in Singapore

## Kaplan's University Partners offering Bachelor degrees in Singapore



- Ranked Top 30 in UK by the Sunday Times University Guide 2013 for graduate level jobs
- Ranked Top 60 in the Guardian University Guide 2013

\* Note: Completion of Advanced Diploma required prior to commencement of degree programme



University College Dublin  
National University of Ireland,  
Dublin

- Ranked Top 1% in the world in Times Higher Education 2012/2013
- UCD School of Business holds the prestigious international accreditations from AACSB, EQUIS and AMBA



- Ranked Top 2% in the world in Times Higher Education 2012/2013
- Listed as one of A\*STAR Scholars' Choice of Universities for Undergraduate Studies (<http://www.a-star.edu.sg/tabid/212/default.aspx>)



- Ranked 35th in Accounting and Finance in The Complete University Guide 2013
- Ranked 78th in The Guardian University Guide 2013



- Newcastle Business School ranked top 25 Business Schools in the UK in The Sunday Times University Guide 2013
- Ranked 54th in The Complete University Guide 2013



- Member of University of London group of colleges
- Ranked 15th overall in the UK in Times Higher Education 2012/2013

Kaplan Higher Education Academy (Singapore) reserves the right to alter, amend, or delete any programme, fee, courses, admission requirement, mode of delivery or other arrangements without prior notice. Kaplan Higher Education Academy (Singapore) and any university partner do not guarantee acceptance into any university programme. Students are responsible for being informed of and meeting any additional university entry requirements.



## PROGRAMME MANAGEMENT & ASSESSMENT METHOD



### Delivery Method

The curriculum is taught over 4 terms of 8 weeks with each term covering 2 units. Each unit is supported with 42 contact hours. Classes are 3-hour sessions held Mon-Fri, 10am-1pm and/or 2pm-5pm. Classes are conducted mainly on weekdays.

### Assessment Method for Full-Time Courses

Each unit is assessed by any combination of class participation, written assignments, projects or examinations. Assessment method may vary according to individual unit requirements.

### Programme Support

The programmes will be managed by a professional programme management team which will ensure that in addition to seminars and lectures, students will receive regular programme newsletters (updates) via email, academic support system via email/Internet, textbooks, study notes, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, etc.

### Graduation & Progression

Students who successfully complete the programme will be awarded with the Global Diploma – Diploma in Commerce by Kaplan Higher Education Academy, as appropriate. Diploma graduates can then move on to pursue Bachelor's degree programmes with one of our prestigious partner universities in Singapore.

# UNIT OUTLINE

## Core Units

### Introduction to Management

Introduction to Management provides the strategic management tools and theoretical concepts to analyse firms in different industries, make strategic decisions and justify these decisions with supporting evidence. The unit covers a wide spectrum of business management activities and decisions, both at corporate and divisional level including management, production, information systems, management and finance.

### Accounting for Managers

Accounting for Managers seeks to introduce students to a basic understanding of financial accounting and management accounting principles so that they are able to enter the workforce with confidence in their ability to work at a very basic level in this field or to pursue further studies in accounting so that they may eventually become professionally recognised accountants. The main aims of this unit are to:

- Develop an understanding of basic management accounting concepts
- Analyse and interpret a set of financial statements
- Understand and apply cost-volume-profit-analysis
- Develop a practical understanding of capital investment decisions

### Quantitative Analysis

Studies done in business situations rely on collecting data to enable decisions to be made about future actions. For these decisions to be useful they need to be based on sound statistical principles. Thus, there is a need to be aware of proper sampling techniques, the ideas of probability and the fact that any decision made with incomplete information is prone to involve error. The unit covering business statistics will introduce a variety of statistical techniques to show under which circumstances each should be used.

### Economics I

Economics I has been specifically developed for students who are studying economics as part of a business degree and who are studying at university for the first time. The unit will introduce the principles, language, techniques and insights of both macro and micro economics that are associated with the economic perspective on life in the modern world. The focus is the application of economic theory to solve real life problems.

## Business Administration Specialisation

### Issues in International Business

This unit introduces students to international business and the issues involved in globalisation. It facilitates students' discussion of the trade and investment environment in which international business occurs and focuses on how national differences in political economy and culture influence global trade.

### Personnel Management

Personnel management knowledge is the essence of good human resource management. Students should emerge from this unit with an understanding of human resource functions both locally and globally. They will have the ability to carry out human resource management functions and develop extensive knowledge about this field. Through understanding and application of the above concepts, students will then be able to ensure that they can work effectively in their roles within their organisation.

### Project Management

The unit aims to provide students with a holistic, integrated view of project management. It will equip students with the necessary project management tools, techniques and interpersonal skills to manage projects from start to finish.

### Marketing Principles

This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing Principles provides an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.



# UNIT OUTLINE

## Finance and Banking Specialisation

### Corporate Finance

This unit introduces the basic concepts and ideas in finance. Students will learn to apply financial management techniques for planning and control of business affairs and get an overview of the various aspects of financial management. On completion of this unit, students will be knowledgeable in areas such as the financial management role in the organisation, planning and control techniques.

### Financial Reporting & Analysis

The objective of Financial Analysis is to enable shareholders, management and other stakeholders to use the financial information that has been systematically collected to evaluate or measure the way business has been conducted.

Students learn to evaluate the financial soundness of the company they study by conducting financial ratio analysis. The financial statements studied are Balance Sheet, Profit and Loss Account or Income Statement and Statement of Cash Flows.

### International Finance

This unit will cover issues related to international financial markets and the financial operations of a firm within the international environment.

The first half of the unit will cover the international economic and financial environment in which firms operate: the structure of international trade and foreign direct investment; and the structure and instruments of foreign exchange. The second half of the unit will focus on applying the basic principles of financial management to firms engaged in international business.

### Principles of Banking & Finance

This unit addresses the basic principles, concepts, theories and applications of banking and finance, including coverage of personal financial decision making.

This unit also introduces students to the application of financial mathematics relating to various business and personal financial decisions and the use of financial management tools such as budgeting. In business financial decision-making, students will learn and apply financial mathematics in the areas of valuation of equity (shares/ownership), debt (debentures), and hybrid securities. In the process, the characteristics of these securities are covered in detail; and, concepts of valuation incorporating the respective security's cash flows, time value of money and the associated risk are presented. Further, the principle of market efficiency of these securities is presented. The measurement of risk and return in banking and finance is covered, with the risk-return relationship as described in the Capital Asset Pricing Model. Risk management, for example through consumer credit policies, for banks is also covered in this unit. The unit creates an awareness of current events in the financial markets and how these events generally affect the corporation.

## Hospitality and Tourism Management Specialisation

### Tourism Systems

This introductory unit provides an insight into the structure, organisation, conduct and performance of the tourism industry. It examines the impacts as well as issues influencing the development of this sector. It discusses how tourism activities relate both to individuals and to society as a whole. It explores concepts relating to access to tourism and to the delivery of tourism products. Reference is also made to the hospitality sector and to an examination of how this works so closely together with tourism to provide the visitor with his/her necessary accommodation and catering needs.

### Commercial Law

Commercial law is a complex system of laws that governs commercial transactions and relationships. It is studied by commerce students because as future business leaders (whether as manufacturers, marketers, employers, contractors etc), they will be affected by commercial law. This unit begins with a discussion of what law is and an overview of the legal system which provides the legal framework of commerce, followed by a study of specific areas of law that regulate commerce such as tort law, contract law, sale of goods law, consumer protection law and workplace environment and employment law.

### Food & Beverages Operations Management

This unit focuses on management and operations of food services operations. It will cover the implications of day to day operations, basic cost control systems, profitable menu planning, restaurant floor plans, equipment layout and planning, low cost internal marketing ideas, ways to satisfy customers and build sales and technological innovations. Legislation and various licenses governing food and beverage operations will also be covered.

### Marketing Principles

This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing Principles provides an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

# UNIT OUTLINE

## Human Resource Management Specialisation

### Labour Management Relations

This unit aims to provide students with a basic understanding of the major issues in Labor Management Relations (also referred to as 'industrial relations', 'employment relations' and 'employee relations'). The unit attempts to cover a range of topics in employment relations using a tripartite model based on Dunlop's conceptual framework.

### Personnel Management

Personnel management knowledge is the essence of good human resource management. Students should emerge from this unit with an understanding of human resource functions both locally and globally. They will have the ability to carry out human resource management functions and develop extensive knowledge about this field. Through understanding and application of the above concepts, students will then be able to ensure that they can work effectively in their roles with their organisation.

### Training & Development

This unit is designed to introduce students to the field of Training & Development (T&D). The unit will emphasise a general management perspective of T&D. Specifically, rather than assuming that the student wants to become a T&D professional, the unit will examine T&D from the perspective of a manager who wishes to effectively manage the training and career development of his staff. The main objective will be to provide a solid foundation of knowledge of basic T&D topics. In addition, the unit will emphasise student development of T&D skills.

### International Human Resource Management

The role of human resource is to help an organisation make the best use of its manpower resources to achieve goals. It is crucial that the individual appreciates how the factors and environment in human resources interact with each other, affect the decisions that have to be implemented or reviewed. This will in turn, determine whether the organisation is able to leverage effectively on their people to achieve their mission and vision.

## Logistics & Supply Chain Management Specialisation

### Principles Of Logistics Management

This unit will provide students with a detailed understanding and knowledge of logistics and its place in all types of industries. The range of professional and general management skills aid the development of careers in logistics and many other areas of graduate employment.

### Supply Chain Management

This unit introduces the basic concepts of supply chain management. The practice of supply chain management is becoming widespread in all industries around the world today and firms are quickly realising the benefits provided by supply chain management.

This unit gives a logical approach in the discussion of these topics from 4 perspectives: purchasing, operations, logistics and the intergration among supply chain participants in these three vitally important areas of a firm.

### Purchasing Management

This unit introduces the basic concepts of purchasing and supply management. The practice of purchasing and supply management is becoming widespread in all industries around the world today. Firms are quickly realising the benefits of purchasing and supply management processes which add value to the organisation's ability to innovate and deliver value to the marketplace. This unit gives a logical approach in the discussion of these topics from introduction to material management: purchasing and supply operations, special purchasing application and the future trends of purchasing and supply management.

### Transportation & Distribution Management

This unit aims to introduce students to the scope and characteristics of transportation and distribution; encourage an integrated approach to the management of the supply chain; and to familiarise students with the practical issues in the management of transportation and distribution centres.



# UNIT OUTLINE

## Marketing Management Specialisation

### International Marketing

This unit will enable students to acquire the expertise to develop marketing strategies for countries other than their own. By extending their range of marketing understanding, students will be better prepared to deal with international marketing situations in non-domestic markets and to assess the impact of international competitors on the domestic market. This unit also promotes an understanding of the factors determining the extent to which standardisation in strategy and implementation is appropriate for success in international markets.

### Marketing Communication

This unit will introduce students to the marketing communication process by which marketers inform, persuade and remind consumers, directly or indirectly, about the brands they offer for sale. Marketers today find that it is no longer possible for them to completely rely on a single marketing communication tool like advertising, personal selling or publicity. The unit will give students an understanding of how to develop a suitable promotions mix and utilise different marketing communication tools to communicate the desired message to potential customers.

### Consumer Behaviour

This unit provides the fundamental skills you need to understand how and why consumers make decisions, how they purchase and use products and how eventually they dispose of those products. In a global economy, consumer behaviour also has a profound effect on culture and lifestyle. Students will learn how individuals process and store information and how relationships with others, and even personal aspirations, influence one's dreams and aspirations as well as product choices and purchase behaviour. The primary objective of this unit is to provide students with the skills that allow them to analyse their own behaviour, and that of others, as well as being able to predict the likely effects of environmental and promotional marketing influences on the behaviour of consumers.

### Marketing Principles

This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing Principles provides an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

## Sales and Retail Management Specialisation

### Marketing Principles

This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing principles provides an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

### Purchasing Management

This unit introduces the basic concepts of purchasing and supply management. The practice of purchasing and supply management is becoming widespread in all industries around the world today. Firms are quickly realising the benefits of purchasing and supply management processes, which add value to the organisation's ability to innovate and deliver value to the marketplace. This unit gives a logical approach in the discussion of these topics from introduction to material management: purchasing and supply operations, special purchasing application and the future trends of purchasing and supply management.

### Sales and Service Management

Sales and Service Management is an introductory unit for students in which to learn, understand and be able to perform the key skills, principles and concepts in providing service and selling to customers within the context of the retail sector. Sales and service are both vital concepts in their own right for the student of business, marketing, commerce and related disciplines, and the unit defines the necessity for a relationship between sales and customer service as vital for sustaining for-profit organisations. Given the level of the unit as introductory, the use of the term management in the unit title can largely be understood to refer to the intention of the unit to enable students to be able to manage their own individual sales and customer service performance. Through interactive lectures, in-class activities, role-play performances, assignments and quizzes, the students will be engaged to understand and be curious about working with diverse clientele.

### Retail Operations Management

This unit firstly provides students with a study of retail operations at store level, otherwise known as the front-line environment, in terms of the product and also in areas of sales on the selling floor, service, housekeeping, product display and working with people.

Secondly, the unit then seeks to provide students with the principles of managing a retail store operations involving the selling-floor and back office operations as well as the role and responsibilities of executive/supervisory staff positions. Students will be exposed to the basic areas for running a retail store outlet and the technical and interpersonal skills of a supervisor.

This unit also provides the tools in terms of documentation and procedures for ordering, receiving, storing and managing stock and merchandise.

# UNIT OUTLINE

## General Studies

### Marketing Principles

This unit is an introductory marketing unit aimed at students studying at diploma level. Marketing Principles provides an overview of the marketing process and how it works within the business context. This unit is based on both the theory and practice of marketing. Classes and assessment tasks will encourage students to apply theoretical learning to real world practices.

### Commercial Law

Commercial law is a complex system of laws that governs commercial transactions and relationships. It is studied by commerce students because as future business leaders (whether as manufacturers, marketers, employers, contractors etc), they will be affected by commercial law. This unit begins with a discussion of what law is and an overview of the legal system which provides the legal framework of commerce, followed by a study of specific areas of law that regulate commerce such as tort law, contract law, sale of goods law, consumer protection law and workplace environment and employment law.

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### Business Information Systems

This unit examines how companies design, manage and use information systems and technology as important corporate resources. It covers the critical and analytical evaluation of the concepts of principles, processes, techniques and issues of modern computerised business information systems. Students will be able to familiarise themselves with databases, decisionmaking and web page software and how and why software can be used to analyse and provide solutions to business problems and the enhancement of business opportunities.



# FEE SCHEDULE & APPLICATION

## Fee Schedule

Please refer to the insert for information on:

- Tuition Fee
- Non-tuition fee
- Refund Policy
- EduTrust Certification

For more information, please contact our programme consultant or email [info.sg@kaplan.com](mailto:info.sg@kaplan.com)

## Entry Requirements

### For Singaporean Citizens and PRs:

- GCE 'A' level, Higher NITEC or equivalent qualifications
- GCE 'N', 'O', NITEC holders or equivalent qualifications (Certificate in Foundation Studies required)
- Mature candidates with substantial work experience will be considered on a case-by-case basis
- Applicants who do not meet the English language requirement are required to complete Certificate in Foundation Studies

### For International Students:

- Year 12 or equivalent qualifications
- Year 9-11 or equivalent qualifications (Certificate in Foundation Studies required)
- English proficiency may be considered sufficient and IELTS score may not be required if applicant possesses a diploma from a recognised institution where English was the sole medium of instruction. Otherwise, a minimum IELTS score of 5.5 or to pass the Kaplan PBEP programme Level 5, is required prior to entry.

## International Students

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid Student's Pass for their full-time study in Singapore. A minimum of 90% attendance must be attained to protect the interest of foreign students.

## Application and Selection

Considerable care is taken by Kaplan Higher Education Academy in the selection of students. It normally takes about 2 weeks to process each application. It is advisable for foreign students to apply for admission at least 4 weeks before the start of each intake.

## How to Apply

### Documents required for the programme application:

- Duly completed application form
- Certified copy of highest qualification certificates & transcripts
- Photocopy of passport/NRIC
- Personal statement/statement of intention (if applicable)
- Latest CV (if applicable)
- 1 passport-size photo
- Programme application fee

### Documents required for Student's Pass application (For international students only):

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

- Completed Student's Pass application forms: Form 16 & V36
- Certified/notarised copy of highest qualification certificates & transcripts, birth certificate and bank statement
- Photocopy of passport
- Employer's letter certifying applicant's occupation and salary (if applicable)
- Employer's letter certifying parent's occupation and salary
- 1 passport-size photo
- Student's Pass processing fee

## Who to Contact

For enquiries on this course, send "KAP-D96P" via sms to 9677 7598 or enter it at [ask.kaplan.com.sg](http://ask.kaplan.com.sg). You can also enter it through your GPRS-enabled phone at [www.kaplansg.mobi](http://www.kaplansg.mobi)

For other information or enquiries on other diploma programmes, please contact:

Telephone : 6733 1877  
Facsimile : 6225 3605  
Email : [info.sg@kaplan.com](mailto:info.sg@kaplan.com)  
Kaplan Website : [www.kaplan.com.sg](http://www.kaplan.com.sg)

The full application package should be sent to:  
**Director, Global Diploma Programme (Full-time)**  
**Kaplan Higher Education Academy**  
Kaplan City Campus @ Wilkie Edge  
8 Wilkie Road, #02-01, Singapore 228095

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The information contained in this brochure is correct at the time of printing (October 2013).

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