



LA TROBE
UNIVERSITY • AUSTRALIA

BACHELOR OF BUSINESS

- ▲ Event Management (Top-up)
- ▲ Tourism and Hospitality (Top-up)

www.simge.edu.sg

The programmes are developed and awarded by La Trobe University, Australia.
CRICOS Number: 00115M



A Member of the SIM Group

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WELCOME MESSAGES



Gain a **Global Edge at SIM GE** for the global workplace in the future economy

Welcome to SIM Global Education (SIM GE) – A global campus with over 10 top-ranking international universities from the UK, the US, Europe and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is the global education arm of the Singapore Institute of Management (SIM Group) which was an initiative started in 1964 by the Economic Development Board to support Singapore's industrialisation. As one of the largest and leading private educational institutions in Singapore, we take pride in our reputation for quality academic standards and a vibrant student experience.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their

respective fields and communities. We also aim to inspire passion in them to excel and to strive for bigger goals.

In today's fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our community, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

Dr Lee Kwok Cheong
Chief Executive Officer
SIM Global Education



La Trobe helps you to graduate **career ready**

A warm welcome to you from La Trobe University, Australia.

Since we opened our doors in 1967, La Trobe has built a reputation as an international university, welcoming students from across the globe. Today, we proudly host over 8,000 international students from 110 countries.

For over half a century, SIM Global Education has shared La Trobe's proud heritage of delivering high quality education. We are excited to be commencing a partnership that will see one of Singapore's leading education providers deliver two degrees from La Trobe's globally recognised tourism, hospitality and event management programmes: the Bachelor of Business (Tourism and Hospitality) and Bachelor of Business (Event Management).

La Trobe is an internationally recognised university and is ranked among the top 400 universities in the world according to the three most prestigious international rankings: the Academic Ranking of World Universities (ARWU) 2017, Times Higher Education World University Rankings 2016-2017 and QS World University Rankings 2018.

At La Trobe, we are committed to ensuring you develop the skills required to prepare for life beyond university. I strongly believe our partnership with SIM GE will deliver a course that helps you build the skills you will need to succeed in your career.

Professor John Dewar
Vice-Chancellor
La Trobe University

SIM GROUP



SIM Global Education **A leading private education institution**

SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore's industrialisation, the SIM Group also offers its educational and training services through three other brands: SIM International Academy (SIM IA), SIM Professional Development (SIM PD) and Platform E.

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top-ranking and reputable universities. SIM GE's approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With over 150,000 alumni and about 19,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.

THE
GLOBAL
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40
COUNTRIES

150,000
ALUMNI

Over 10
international
universities,
1 global
campus



Scan
for Virtual
Campus Tour



Why Study at SIM GE?

▲ AWARD-WINNING INSTITUTION

Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People's Choice Awards.

▲ BOOST EMPLOYABILITY

82.7% of graduates found jobs within 6 months of completing their Bachelor studies.

Source: SIM GE Graduate Employment Survey 2016/2017

▲ THROUGH-TRAIN PATHWAY

Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

▲ GLOBAL PERSPECTIVES & INSIGHTS

Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

▲ STUDENT-CENTRIC CAMPUS

Wi-Fi enabled campus with comprehensive facilities for students' academic and recreation needs.

▲ VIBRANT STUDENT LIFE

Participate in over 70 student clubs with year-round activities in arts, culture and sports.

▲ DEDICATED STUDENT SUPPORT

Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

▲ BOND-FREE SCHOLARSHIP & BURSARY

Scholarships are available to students who excel in academics, sports or arts.

▲ NETWORK FOR SUCCESS

A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

▲ ALUMNI ENGAGEMENT

Stay connected even after graduation – benefit from events organised by SIM GE Alumni Office or volunteer your time through mentorship initiatives.

STUDENT LIFE

Project 1095

Ability » Adaptability » Employability

24
hours in 1 day...

365
days in 1 year...

1095
days in 3 years...

Seize the now.

Make the most of your time in SIM GE.

CAREER DEVELOPMENT

Raise your employability quotient through industry internships or career-readiness initiatives like the Talent Development Programme, Career Chapters and Mentorship Programme offered by Career Connect.

GLOBAL LEARNING

Gain international exposure through overseas academic exchange programmes, study trips and workshops.

STUDENT DEVELOPMENT

Sharpen your leadership and social skills or pursue your passion in the arts and sports with more than 70 student councils and clubs available.

STUDENT CARE

Boost your overall well-being through healthy living and wellness programmes, or learn more from peer mentors at our dedicated Student Wellness Centre.



Grooming achievers outside the classroom



Global exposure and learning opportunities



Career fair offering internships and jobs

STUDENT LEARNING CENTRE



The Student Learning Centre (SLC) is a one-stop centre for student academic support. Boost your academic performance with our SLC resources.

PEER-ASSISTED LEARNING (PAL)

A student-to-student support network that provides academic assistance for selected modules.

WORKSHOP SERIES

Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.

PROFESSIONAL SKILLS

Develop professional skills that are highly valued by employers through well-structured training programmes.

CONSULTATION SERVICES

Work with our advisors to improve your skills in written and oral presentation.



Peer-Assisted Learning (PAL) in session



Digital Literacy Workshop



The Talking Point Programme

LA TROBE UNIVERSITY



At La Trobe, we're ambitious global thinkers. Since we opened our doors in 1967, we have equipped more than 190,000 graduates with the skills and experience to build successful careers. Among our graduates are CEOs of prominent organisations, parliamentarians, human rights activists, researchers and Olympians. Australia is a multicultural nation and so is our university, with more than 8,000 students from 110 countries studying with us annually.

La Trobe has built an international reputation. We were ranked among the QS Top 50 Under 50 2016-2017, strengthening our position as one of the world's fastest-rising young universities. The 2018 QS World University Rankings has La Trobe ranked 360 in the world, an improvement of 26 positions from the 2017 ranking of 386. We're also internationally recognised for our research, with 19 fields of research rated well above world standard

by the Excellence in Research for Australia Report 2015.

La Trobe Business School

The La Trobe Business School is committed to excellence in business education and research through innovation, strong engagement with industry, and an emphasis on responsible management practice. Through this we aim to provide our student with the knowledge, skills, and experience to graduate ready for the workforce.

The Business School was recognised for its excellence in the QS Global 250 Business Schools Report 2017, where we ranked as a 'Superior School' (QS Top MBA), and 50th in the world for hospitality and leisure management in the QS World Rankings by Subject 2017.

The Department of Management, Sport and Tourism offering the Bachelor of Business (Tourism

and Hospitality) and Bachelor of Business (Event Management) is one of four departments in the La Trobe Business School. Combining high quality research, teaching and business and community engagement, the Department has strengths in areas such as human resource management, management information systems, sport management, international business, leadership, ethics and governance, innovation and entrepreneurship, tourism and hospitality, event management, networks, consumer behaviour and branding.

Tourism, Hospitality and Event Management programmes

The Bachelor of Business (Event Management) is designed to produce future leaders for the special events sector, while the Bachelor of Business (Tourism and Hospitality) provides students with the skills and knowledge needed to work in a rapidly growing industry.



La Trobe was ranked among the **QS Top 50 Under 50** 2016-2017

Besides the QS World University ranking, the 2017 Shanghai Ranking's Global Ranking of Academic Subjects also placed our hospitality and tourism programme in the top 75 globally.

Both degrees feature a balance of theoretical and practical insights, and our leading academics continuously work to improve the student learning experience, and connect with business to ensure course content features the latest insights.





BACHELOR OF BUSINESS (EVENT MANAGEMENT) (TOP-UP)

Overview

This degree is designed to produce future leaders for the special events sector. It emphasises the application of theoretical knowledge and practical skills needed for the effective management of events. It provides you with many career options by expanding on previously obtained knowledge - encompassing areas such as accounting, marketing, business law and economics - with specialised professional studies related to the management of special events such as entrepreneurship, volunteer management, arts and community festivals, meetings, conferences and tradeshows as well as the opportunity to plan and evaluate events.

Objectives

On successful completion of this programme you will be able to:

Discipline Specific

- Apply knowledge and skills to design and deliver sustainable event services and experiences.
- Integrate a broad and coherent, elementary, theoretical and operational knowledge of the event industry as interdisciplinary fields of research and practice.
- Work together with key stakeholders to acquire and

convey knowledge and ideas effectively to achieve shared goals in unambiguous contexts.

- Apply cognitive skills to collect, analyse and synthesise information to develop and evaluate solutions for straightforward event industry problems.
- Critically reflect on your own conduct, to improve your own interpersonal and operational skills and knowledge, in light of your role in the events industry and their impact on the economy, environment and society.

Generic

- Design and evaluate innovative solutions through the application of disciplinary knowledge and skills to researching, analysing and resolving social, environmental and business challenges.
- Recognise and apply future-focused, socially and environmentally responsible, business principles to generate sustainable economic value.
- Engage professionally and effectively with individuals and organisations, in a manner which is respectful of the needs, values, personalities and capabilities of others.
- Communicate professionally and effectively with a range

of audiences, for a variety of purposes, using appropriate communication tools.

Duration and Intake

Programme Duration	Intake
1.5 Years Full-time	July

Modules

- The Event Experience
- Hallmark Events
- Sustainability
- Social Media and Relationship Marketing
- Event Planning*
- Tourism, Hospitality and Event Futures
- Consumer Behaviour#
- Social Marketing#
- Event Project*
- Volunteer Management*
- Destination Marketing and Management#
- Entrepreneurship#

The modules are co-taught by both La Trobe and Singapore-based lecturers except for:
* modules are taught by La Trobe's lecturer
modules are taught by Singapore-based lecturer

Refer to SIM GE website for the detailed programme structure and module outlines.



Mode of Delivery

Blended learning comprising:

- Activities
- Exercises
- Lectures
- Online learning
- Self-study
- Workshops
- Group work
- Projects
- Case Studies

Each lesson is typically 3 hours.

Assessment

- Individual / Group Assignments
- Projects
- Written Exams
- Continuous assessments such as:
 - Reports
 - Presentations
 - In-class or online discussions
 - Class participation
 - Tests/Quizzes

Assessment vary from module to module, and is not limited to the list above.

Candidature Period: 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

Minimum Class Size: 40

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

Career Prospects

Graduating with an event management qualification is the key to working in diverse roles and areas such as:

- Conference management
- Corporate client services
- Destination marketing
- Event management
- General management
- Marketing
- Media

Accreditation

The Bachelor of Business (Event Management) (Top-up) programme is a fully accredited Australian undergraduate university degree.

Award

Upon successful completion of the programme requirements, students will be awarded Bachelor of Business (Event Management) degree from La Trobe University.

Admission Criteria

Applicants with relevant diplomas can apply to this programme with advanced standing (1.5 years exemption):

Polytechnic	Relevant Diplomas Eligible for Advanced Standing
Nanyang Polytechnic	Hospitality & Tourism Management
Ngee Ann Polytechnic	Tourism & Resort Management
Republic Polytechnic	Hotel and Hospitality Management Integrated Events Management
Singapore Polytechnic	Tourism and Resort Management Integrated Events & Project Management
Temasek Polytechnic	Leisure & Events Management Hospitality & Tourism Management

Other diplomas approved by La Trobe University will also be eligible for advanced standing.

Please refer to SIM GE website for the list of qualifications approved by the University. The approved list is periodically updated as new diplomas are assessed and existing diplomas are reassessed or when changes to the content of a diploma occur.

Other qualifications will be considered on a case-by-case basis.



“I have learnt a lot from my course and it has given me a different perspective to other career opportunities available around the world. The subjects in my degree have global relevance, which I think is important.” (2017)

Jessica Savini

Student

Bachelor of Business (Event Management)

English Language Requirement

- A score of C or better in the General Paper in the Singapore-Cambridge General Certificate of Education (Advanced Level); or
- A grade of C or better in English Language in the Singapore-Cambridge General Certificate of Education (Ordinary Level); or
- Evidence of successful completion of studies at secondary or tertiary level with English as the language of instruction; or
- IELTS test score results of minimum of 6.0 with no individual band score less than 6.0.
- Other equivalent International English qualifications as approved by the University.

Programme Fees

S\$20,544

Fees are inclusive of prevailing GST and payable in 3 instalments. The amount of each instalment is dependent on the number of modules undertaken for each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

Why study SIM-La Trobe’s Event Management degree

- La Trobe University is a Member of the Council of Australasian University Tourism and Hospitality Education (CAUTHE).
- Professors of Practice work within this course to improve course curriculum and student learning experience that meet the expectation of the industry.
- A combination of business theory and practical skills, teaching students to make effective project management decisions.
- Instills knowledge on sustainability issues and focuses on the development of entrepreneurship which is vital for the promotion and success of professional sporting, cultural and community events.

BACHELOR OF BUSINESS (TOURISM AND HOSPITALITY) (TOP-UP)

Overview

An exciting area of growth and innovation, a qualification in tourism and hospitality management provides you with the skills needed for hospitality and tourism supervision with business management skills and an understanding of the dynamics of the tourism industry.

This degree seeks to blend practical training with a broad education for the industry's future leaders. Besides theories, students will also gain hands-on experience in western style food and beverage skills, using computer reservation systems commonly used in the industry - Opera and Galileo, and through computer simulation.

You are strongly encouraged to work in teams as well as develop your independent study skills. Graduates typically work in large international companies, resorts, restaurants and hotel chains.

Objectives

On successful completion of this programme you will be able to:

Discipline Specific

- Demonstrate an understanding of the knowledge and skills required to practise as a professional in the tourism and hospitality industry.
- Integrate a broad and coherent, elementary, theoretical and operational knowledge of

tourism and hospitality as interdisciplinary fields of research and practice.

- Work together with key stakeholders to acquire and convey knowledge and ideas effectively to achieve shared goals in unambiguous contexts.
- Apply cognitive skills to collect, analyse and synthesise information to develop and evaluate solutions for straightforward tourism and hospitality problems.
- Critically reflect on your own conduct, to improve your own interpersonal and operational skills and knowledge, in light of your role in tourism and hospitality and their impact on the economy, environment and society.

Generic

- Design and evaluate innovative solutions through the application of disciplinary knowledge and skills to researching, analysing and resolving social, environmental and business challenges.
- Recognise and apply future-focused, socially and environmentally responsible, business principles to generate sustainable economic value.
- Engage professionally and effectively with individuals and organisations, in a manner which is respectful of the needs, values, personalities and capabilities of others.

- Communicate professionally and effectively with a range of audiences, for a variety of purposes, using appropriate communication tools.

Duration and Intake

Programme Duration	Intake
1.5 Years Full-time	July

Modules

- Food and Beverage Supervision*
- Principles of Gastronomy
- Sustainability
- Social Media and Relationship Marketing
- International Tourism and Hospitality
- Tourism, Hospitality and Event Futures
- Consumer Behaviour#
- Social Marketing#
- Computer Reservation Systems*
- Tourism and Hospitality Simulation*
- Destination Marketing and Management#
- Entrepreneurship#

The modules are co-taught by both La Trobe and Singapore-based lecturers except for:
* modules are taught by La Trobe's lecturer
modules are taught by Singapore-based lecturer

Refer to SIM GE website for the detailed programme structure and module outlines.



Mode of Delivery

Blended learning comprising:

- Activities
- Computer simulation
- Exercises
- Lab work
- Lectures
- Online learning
- Self-study
- Group work
- Projects
- Case Studies

Each lesson is typically 3 hours.

Assessment

- Individual / Group Assignments
- Projects
- Written Exams
- Continuous assessments such as:
 - Reports
 - Presentations
 - In-class or online discussions
 - Class participation
 - Class tests

Assessment vary from module to module, and is not limited to the list above.

Candidature Period: 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

Minimum Class Size: 40

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

Career Prospects

Students who graduate with a qualification in tourism and hospitality can work in such varied positions as:

- Restaurant manager
- Café manager
- Food and beverage manager
- Hotel manager
- Conference and event manager
- Human resource manager
- Marketing manager
- Resort manager

Accreditation

The Bachelor of Business (Tourism and Hospitality) (Top-up) programme is a fully accredited Australian university undergraduate degree.

Award

Upon successful completion of the programme requirements, students will be awarded Bachelor of Business (Tourism and Hospitality) degree from La Trobe University.

Admission Criteria

Applicants with relevant diplomas can apply to this programme with advanced standing (1.5 years exemption):

Polytechnic	Relevant Diplomas Eligible for Advanced Standing
Nanyang Polytechnic	Hospitality & Tourism Management
Ngee Ann Polytechnic	Tourism & Resort Management
Republic Polytechnic	Hotel and Hospitality Management Integrated Events Management
Singapore Polytechnic	Tourism and Resort Management Integrated Events & Project Management
Temasek Polytechnic	Leisure & Events Management Hospitality & Tourism Management

Other diplomas approved by La Trobe University will also be eligible for advanced standing.

Please refer to SIM GE website for the list of qualifications approved by the University. The approved list is periodically updated as new diplomas are assessed and existing diplomas are reassessed or when changes to the content of a diploma occur.

Other qualifications will be considered on a case-by-case basis.



“I enjoy that the course is not all theory based – we get hands-on experience as well.” (2017)

Altaria Makalanda

Student

Bachelor of Business (Tourism & Hospitality)

English Language Requirement

- A score of C or better in the General Paper in the Singapore-Cambridge General Certificate of Education (Advanced Level); or
- A grade of C or better in English Language in the Singapore-Cambridge General Certificate of Education (Ordinary Level); or
- Evidence of successful completion of studies at secondary or tertiary level with English as the language of instruction; or
- IELTS test score results of minimum of 6.0 with no individual band score less than 6.0.
- Other equivalent International English qualifications as approved by the University.

Programme Fees

S\$20,544

Fees are inclusive of prevailing GST and payable in 3 instalments. The amount of each instalment is dependent on the number of modules undertaken for each semester. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

Why study SIM-La Trobe’s Tourism and Hospitality degree

- La Trobe is a Member of the Council of Australasian University Tourism and Hospitality Education (CAUTHE).
- Ranked 50th in the world for hospitality & leisure management (QS World Rankings by Subject 2017).
- Hands-on experience in western style food and beverage skills, using computer reservation systems commonly used in the industry – Opera and Galileo, and through computer simulation.
- Professors of Practice work within this course to improve course curriculum and student learning experience that meet the expectation of the industry.



The La Trobe Business School is committed to excellence in business education and research through innovation, strong engagement with industry, and an emphasis on responsible management practice.

APPLICATION AND ADMISSION

How to Apply

Visit www.simge.edu.sg/ge/how-to-apply for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student's Pass (STP) application form. Your Student's Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

Application Fees

An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

Application Fees	Local applicants	International applicants
	S\$96.30	S\$321.00*

*This does not include all fees related to Student's Pass application.

Private Education Act

Under the Private Education Act, legislated in December 2009, a Council for Private Education was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board - SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

PEI-Student Contract

CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website (www.cpe.gov.sg).

Cooling-Off Period

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL's refund policy will apply.

Fee Protection Scheme

SIM PL adopts a mandatory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student's fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd. and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students' fees will be insured by the FPS insurance provider pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at www.cpe.gov.sg.

Medical Insurance

SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S\$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: www.simge.edu.sg/ge/medicalinsurance.

Refund, Course Transfer, Leave of Absence and Withdrawal Policies

For refund, course transfer, leave of absence and withdrawal policies, please refer to www.simge.edu.sg/ge/refund.

Confidentiality

SIM PL is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of the student's personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.

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This brochure contains key information, accurate as at time of print on 7 February 2018. For the most updated and complete corporate and programme information, refer to our website at www.simge.edu.sg. SIM and La Trobe University reserve the right to change the information, including fees, herein at any time.



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