

30
years
1987 – 2017

in
partnership
with



BACHELOR OF BUSINESS

- ▲ Accountancy
- ▲ Economics and Finance
- ▲ Logistics and Supply Chain Management
- ▲ Management
- ▲ Marketing

www.simge.edu.sg

The programmes are developed and awarded by RMIT University, Australia



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 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 a leading private educational institution in Singapore, reputed for high standards and a vibrant student experience. Founded in 1964 by the Singapore Economic Development Board as part of the SIM Group, it has over 50 years of strong track record in developing quality manpower.

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 fraternity of over 133,000 graduates and alumni and 20,000 students, 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



RMIT's mission is
to prepare
our students for
life and work

Welcome! RMIT University is pleased to offer a range of Bachelor of Business programmes in conjunction with SIM Global Education.

RMIT's mission is to prepare our students for life and work - integrating learning with a great campus experience and providing students with opportunities to develop social and work connections throughout their studies.

RMIT has one of Australia's largest and most diverse business teaching and research colleges. It has delivered excellence in business education for over 70 years and has an excellent reputation in the business world.

In today's competitive business environment, professionals need the skills to adapt to an ever-changing world economy. That's why at RMIT, our Bachelor of Business

programmes are designed to provide you with the skills you will need to deal with complex business issues and to be a leader in your field.

As a student, you will be challenged through extensive and practically applied coursework that follows concepts through to real-life industry solutions. This will enable you to engage skilfully and passionately in business, whether locally or internationally.

On behalf of RMIT, I am delighted with our continuing partnership with SIM GE. Together we look forward to providing you with the highest quality of international education.

Professor Ian Palmer
*Pro Vice-Chancellor Business
and Vice-President
RMIT 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 services through two other educational brands: SIM University (UniSIM) and SIM Professional Development (SIM PD).

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top ranking and reputable universities from the United Kingdom, the United States and Australia. 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 more than 133,000 alumni and 20,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.

THE
GLOBAL
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40
COUNTRIES

133,000
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.

▲ 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 initiatives such as Structured Alumni Mentorship.

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, Mentorship Programme offered by Career Connect.

GLOBAL LEARNING

Gain international exposure through overseas academic exchange programmes, study trips, internships 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 well-being in 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



Student Learning Centre

RMIT UNIVERSITY



RMIT is a global university of technology, design and enterprise. One of Australia's original educational institutions founded in 1887, RMIT University now has 83,000 students.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community. RMIT has a 5-Star QS ranking for excellence in higher education and is ranked among the top 15 Australian universities in the 2016-17 QS World University Rankings.

Collaborating with industry to provide solutions, new ideas and processes that deliver real outcomes is an integral part of RMIT's teaching, learning and research. This approach means that when entering the international job market, RMIT graduates possess a broad knowledge base, industry-focused skills, and an ability to think critically and creatively.

The University was recognised for excellence in student employability

and career development in the Victorian Government's 2015 International Education Awards, confirming its reputation for producing graduates who are highly valued by employers world-wide.

With three campuses in Melbourne, two in Vietnam, and a centre in Barcelona, RMIT is a truly global university. RMIT also offers programmes through partners in Asia and enjoys research and industry partnerships on every continent.

Singapore Institute of Management is RMIT's oldest and largest offshore partner. In 2017, we will be celebrating 30 years of partnership in education excellence.

RMIT Business

RMIT has established a reputation for excellence in business and management education, providing high quality business programmes for the national and global marketplace for over 70 years. In the 2016 QS World University Rankings by Subject, RMIT is among the world's top 100 universities in Business and Management Studies, and Accounting and Finance.



RMIT is among the **world's top 100 universities** in Business and Management Studies, and Accounting and Finance

RMIT's College of Business helps develop future leaders by undertaking business-related research and linking student learning with business practice. Our vocational education and undergraduate programmes are designed with industry input and have a strong professional orientation to prepare graduates for employment and active citizenship.

By integrating theory with practice, students get real, hands-on knowledge and experience with lecturers who are practitioners in their fields.

This in turn results in business graduates who:

- possess discipline-related skills with the ability to apply these to the workplace
- have the capability to communicate effectively with others, plan and organise their work, solve problems, work in teams, use technology effectively and show initiative and creativity
- are passionate, skilled in their discipline, and ready to add value to their chosen profession and employers from the outset.



PROGRAMME OVERVIEW

Business is a dynamic and exciting career and these programmes reflect RMIT's innovative and practical approach to business education. There is an emphasis throughout each programme on understanding both business theory and practice.

RMIT's Bachelor of Business programmes allow you to specialise or combine specialist skills and interests tailored to your future career. With programmes designed in consultation with employers and industry groups, RMIT business graduates will be equipped with a broad range of skills to work effectively in many jobs, anywhere in the world.

Programme Structure

When you enrol in any of RMIT's three-year undergraduate business degree programmes, you will study 24 modules.

To be awarded an RMIT three-year business degree, except the Bachelor of Business (Economics and Finance), a student must successfully complete or be exempted from completing:

1. 8 common core modules
2. 8 major modules
3. 8 flexible modules, which may be made up of:
 - a. A second business major; OR
 - b. A business minor and a second minor; OR
 - c. A business minor and 4 flexible modules

**For students who complete a second major, it will be reflected in their academic transcript.*

To be awarded the Bachelor of Business (Economics and Finance) degree; a student must successfully complete or be exempted from completing:

1. 8 common core modules
2. 12 major modules
3. 4 flexible modules, which may be made up of:
 - a. A business minor; OR
 - b. 4 flexible modules

Generally students with RMIT recognised business diplomas are admitted into the Advanced 2 programme (12 modules), and those with non-business diplomas will commence with our Advanced 1 (16 modules) programme.

The normal study load for full-time students is four modules, while part-time students take three modules per semester.

Module choice, completion requirements and study duration depends on the specific credit granted. If you need to complete a core module, this must be completed in the first year. The indicative completion pattern for the full-time and part time programmes is in the SIM GE website.

Details on the programme structure and modules which will be studied in each degree are available on the subsequent pages.

Learning Approach

You will learn within a structure of face-to-face lectures, using case studies and assignments based on real organisations, business simulations, class presentations and in-class discussions to ensure you develop personal qualities including clear thinking and

resourcefulness, and to extend your professional skills to enable you to work in a team and to perform under pressure.

RMIT University also provides an online learning and information portal, myRMIT, accessible at www.rmit.edu.au/myrmitstudies for students with a central point of access to online learning resources. myRMIT is an important and valuable communication tool for all students and staff.

Students can log in to myRMIT to:

- access their student email account
- access student information guide
- access online module materials via Blackboard
- view online resources and learning activities created by lecturers
- view results (via the Enrolment Online link)
- collaborate with RMIT University lecturers and fellow students

Students are encouraged to access myRMIT regularly to connect with the University.

Mode of Delivery

Classroom learning comprising:

- Activities
- Computer simulation
- Exercises
- Lab work
- 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 assessment such as:
 - Essays
 - Presentations
 - Class Participation
 - Quizzes
 - Class Tests

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

Professional Accreditation or Recognition

The Bachelor of Business programmes are fully accredited Australian undergraduate university degrees.

Global Mobility Programme

Students have the opportunity to study one semester at RMIT's partner universities; or at RMIT campuses as an Inter-location mobility student. Visit www.rmit.edu.au/students/sim for more information.

View video here:

<http://bit.ly/2aVHsQ2>

Alumni

Upon successful completion of the Bachelor of Business, graduates will be eligible for membership of the RMIT University Alumni. For more information visit www.alumni.rmit.edu.au.

Why study SIM-RMIT's Bachelor of Business

▲ Degree Options

Flexibility to specialise or combine specialist skills and interests

▲ Effective Learning

A combination of lectures, case studies, assignments, business simulations, presentations and in-class discussions

▲ Excellent Support

Regular visits by RMIT academic staff and stringent standards ensure quality of support and teaching

▲ Global Mobility Programme

Option to study one semester at RMIT campuses/partner universities

▲ International Network

Connect with the vast network of RMIT alumni; a community of over 30,000 SIM-RMIT graduates alone

▲ Practical Curricula

Designed with industry inputs; integration of business theory with practice

▲ Professional Accreditation or Recognition

Fully accredited Australian undergraduate degrees

▲ Proven Track Record

30 years of partnership between SIM and RMIT

Duration and Intakes

	FULL-TIME			PART-TIME		
Programme	Full Programme (24 Modules)	Advanced 1 (16 Modules)	Advanced 2 (12 Modules)	Full Programme (24 Modules)	Advanced 1 (16 Modules)	Advanced 2 (12 Modules)
Accountancy	3 Years	2 Years	1.5 Years	4 Years	3 Years	2 Years
Logistics and Supply Chain Management						
Management						
Marketing						
Programme	Full Programme (24 Modules)	Advanced 1 (17-20 Modules)	Advanced 2 (12-16 Modules)	Full Programme (24 Modules)	Advanced 1 (17-20 Modules)	Advanced 2 (12-16 Modules)
Economics and Finance	3 Years	2.5 Years	1.5 - 2 Years	4 Years	3 - 3.5 years	2 - 3 Years

Intakes	January Semester	July Semester
Semester classes	Jan – Apr	Jul – Oct
Exam	Late Apr – Early May	Late Oct – Early Nov
Result Release	Early Jun	Early Dec
Semester Break	Mid May – Late Jun	Mid Nov – Late Dec

Candidature Period

	FULL-TIME			PART-TIME		
Programme	Full Programme (24 Modules)	Advanced 1 (16 Modules)	Advanced 2 (12 Modules)	Full Programme (24 Modules)	Advanced 1 (16 Modules)	Advanced 2 (12 Modules)
Accountancy	4.5 Years	3 Years	2.5 Years	9 Years	6 Years	4.5 Years
Logistics and Supply Chain Management						
Management						
Marketing						
Programme	Full Programme (24 Modules)	Advanced 1 (17-20 Modules)	Advanced 2 (12-16 Modules)	Full Programme (24 Modules)	Advanced 1 (17-20 Modules)	Advanced 2 (12-16 Modules)
Economics and Finance	4.5 Years	4 Years	2.5 - 3 Years	9 Years	6.5 - 7.5 years	4.5 - 6 Years

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

Minimum Class Size: 50

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

Admission Criteria

Applicants should have one of the following qualifications:

Full Programme	3 GCE 'A' level passes; or minimum of 3 H2 level subjects with a pass or above
Advanced 1	An RMIT approved non-business diploma from any of the local polytechnics
Advanced 2	An RMIT approved relevant business diploma from SIM or any of the local polytechnics

Details on the diploma groups and applicable exemptions are available via:

<http://www.rmit.edu.au/bus/singaporecredit>.

The list and associated groupings are periodically updated as new diplomas are assessed and existing diplomas are re-assessed or when changes to the content of a diploma occur.

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

If an applicant does not satisfy the university minimum academic entry requirement, the applicant may be able to satisfy the requirement if they can produce evidence of other equivalent qualifications or combination of qualifications and experience as assessed by RMIT University on a case-by-case basis.

Refer to the SIM GE website for complete information on the requirements for International qualifications.

English Language Requirement

- Minimum C or better in General Paper at AS/H1 level or Knowledge and Inquiry at H2 level; OR

- Have successfully studied Singapore Cambridge 'A' levels at a Singaporean high school for at least 2 years and met the academic entry criteria of 3 A/H2 level passes; OR
- Successful completion of a recognised approved Diploma qualification or higher, where the language of instruction was English.

For detailed information on the English Language requirements, please refer to SIM GE website.

Exemptions

Applicants holding qualifications other than a recognised diploma from SIM GE or a Singapore local polytechnic should apply for exemptions at the time of application for the programme. On receipt of an exemption application, RMIT will assess your previous study for its currency to determine if the body of knowledge and practice has changed significantly. If the course content has changed significantly and you have not maintained sustained practice in the field of study, your application may be rejected.

Programme Fees

FOR ALL DEGREES (EXCEPT ECONOMICS AND FINANCE)			FOR ECONOMICS AND FINANCE DEGREE ONLY		
Full Programme 24 Modules	Advanced 1 16 Modules	Advanced 2 12 Modules	Full Programme 24 Modules	Advanced 1 (Max 20 Modules)	Advanced 2 (Max 16 Modules)
S\$42,372	S\$28,248	S\$21,186	S\$42,372	S\$35,310	S\$28,248

Fees are inclusive of prevailing GST and payable in 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.

BACHELOR OF BUSINESS (ACCOUNTANCY)

Overview

Accounting is the process of identifying, measuring, analysing and communicating economic information so people can make informed judgements and decisions. Studying accounting gives students the tools to understand how and why key business decisions are made, and how to have input into those decisions.

Objectives

Students will develop an understanding of the technical and social aspects of accounting. Accountancy involves the systematic recording, reporting and analysis of financial transactions, but students will discover the importance of applying such specialised business-related knowledge guided by ethical, environmental, cultural and social considerations.

Programme Structure

To be awarded the Bachelor of Business (Accountancy) degree, students must complete, or be exempted from completing (depending on their advanced standing status), a total of 24 modules comprising:

1. 8 common core modules
2. 8 major modules
3. 8 flexible modules, which may be made up of:
 - a. A second business major; OR
 - b. A business minor and a second minor; OR
 - c. A business minor and 4 flexible modules

Common Core	1. BUSM4192 2. ACCT2060 3. ECON1025 4. MKTG1199 5. ECON1035 6. ECON1016 7. ISYS2059 8. LAW2446	Introduction to Management Accounting in Organisations and Society Prices and Markets Marketing Principles Business Statistics 1 Macroeconomics 1 Business Computing 1 Commercial Law		
Degree Major	1. ACCT2062 2. ACCT1063 3. ACCT1054 4. ACCT1068 5. LAW2464 6. ACCT1080 7. ACCT2119 8. ACCT1029	Financial Accounting and Analysis Management Accounting and Business Financial Accountability and Reporting Cost Analysis and Applications Singapore Company Law Financial Accounting Theory Accounting, Behaviour and Organisations Performance Analysis and Simulations		
Flexible Module	Second Business Major	Business Minor	Business Minor	1. Second Business Major or Business Minor 2. Second Business Major or Business Minor 3. Second Business Major or Business Minor 4. Second Business Major or Business Minor
		Second Minor	Flexible Module	5. Second Business Major or Second Minor or Flexible Module 6. Second Business Major or Second Minor or Flexible Module 7. Second Business Major or Second Minor or Flexible Module 8. Second Business Major or Second Minor or Flexible Module

See listing of available majors, minors and flexible modules (pages 22 - 24).



"The specialised accounting curriculum prepares me for the workforce and helps me to advance to a professional accounting qualification that I might take up in the future."
(2016)

Aimee Xiao

Graduate, Class of 2016
Bachelor of Business (Accountancy)

Career Prospects

The accountancy degree provides a business qualification which enables graduates to advance in a variety of careers. This might include positions in public accounting firms, supporting staff teams in areas such as auditing, taxation, management consulting, business services and receivership. Others may be recruited into commercial and government organisations in treasury, internal audit, strategic business planning, financial reporting and management accounting roles.

Professional Accreditation or Recognition

The Bachelor of Business (Accountancy) is accredited by CPA Australia, Chartered Accountants Australia and New Zealand and is recognised by the Institute of Public Accountants, Association of Chartered Certified Accountants (ACCA) and the Institute of Chartered Accountants in England and Wales (ICAEW). Graduates who successfully complete Auditing 1 and Singapore Taxation modules are eligible to apply for:

- Associate membership of and entry to CPA Program of CPA Australia

- Entry to the Chartered Accountants Program of the Chartered Accountants Australia and New Zealand
- Associate membership of the Institute of Public Accountants
- Entry to the ACCA qualification program
- Entry and credit to the ICAEW ACA qualification program

For further information, visit:

- www.cpaaustralia.com.au
- www.charteredaccountants.com.au
- www.publicaccountants.org.au
- www.accaglobal.com
- www.icaew.com

BACHELOR OF BUSINESS (ECONOMICS AND FINANCE)

Overview

Economics is the study of choices. It is a dynamic discipline that is constantly evolving to help us understand how we allocate resources and why we allocate them as we do. The programme will develop an understanding of how economic activity and forecasting affect our lives every day.

Objectives

The philosophy underlying the programme is that a rapidly changing world requires adaptable analytical skills. This degree is designed to develop broad business skills as well as more specialised technical knowledge in the fields of economics and finance.

Students will gain a theoretical and practical perspective of the modern finance industry and will analyse the economic context relating to real issues such as inflation, unemployment, taxation, global finance and trade, inequality, international competition, consumer behaviour and economic growth.

Programme Structure

To be awarded the Bachelor of Business (Economics and Finance) degree, students must complete, or be exempted from completing (depending on their advanced standing status), a total of 24 modules comprising:

1. 8 common core modules
2. 12 major modules
3. 4 flexible modules, which may be made up of:
 - a. A business minor; OR
 - b. 4 flexible modules

Common Core	1.	BUSM4192	Introduction to Management		
	2.	ACCT2060	Accounting in Organisations and Society		
	3.	ECON1025	Prices and Markets		
	4.	MKTG1199	Marketing Principles		
	5.	ECON1035	Business Statistics 1		
	6.	ECON1016	Macroeconomics 1		
	7.	ISYS2059	Business Computing 1		
	8.	LAW2446	Commercial Law		
Degree Major	1.	BAFI1005	Financial Markets		
	2.	BAFI1012	Business Finance		
	3.	ECON1045	Macroeconomics 2		
	4.	ECON1064	Quantitative Analysis		
	5.	BAFI1045	Investment		
	6.	ECON1272	Basic Econometrics		
	7.	ECON1056	Price Theory		
	8.	LAW2460	Law of Investments and Financial Markets		
	9.	BAFI1029	Risk Management		
	10.	ECON1089	International Trade		
	11.	ECON1085	International Monetary Economics		
	12.	BAFI1019	International Finance		
Flexible Module		Business Minor	Flexible Module		
	1.	Business Minor or Flexible Module			
	2.	Business Minor or Flexible Module			
	3.	Business Minor or Flexible Module			
			4.	Business Minor or Flexible Module	

See listing of available majors, minors and flexible modules (pages 22 - 24).

Career Prospects

Graduates will be equipped with knowledge and skills in the core areas of business, economics and finance, and the capability to apply these skills in multidisciplinary environments. This programme provides opportunities for focused and professional training, preparing graduates for a range of occupations and industries such as banking, stockbroking, funds management, insurance and superannuation, and in other private sector or government organisations requiring high-level, technical expertise in financial or economic analysis.

Professional Accreditation or Recognition

Students and graduates of the programme are eligible to apply for membership of the Financial Services Institute of Australasia (Finsia).

Graduates who undertake additional specified courses can have these counted towards partially fulfilling the academic requirements for Associate Membership of CPA Australia.

For more information, visit:

- www.finsia.com
- www.cpaaustralia.com.au

BACHELOR OF BUSINESS (MANAGEMENT)

Overview

Effective management is the ability to exercise strong ethical judgement and to work flexibly and effectively with those around you in a variety of organisational structures. The ability to prioritise tasks, including financial, marketing and human resource aspects of an organisation are essential in managerial roles.

Objectives

RMIT's Management degree provides a substantial and rigorous core of knowledge to equip students with the capabilities expected of leaders in contemporary organisations. Students completing the programme will gain the knowledge, competence and attitudes necessary for developing successful careers in management. Employers will be able to recruit people possessing an informed, professional and flexible approach to the practical issues of managing complex organisations.

Programme Structure

To be awarded the Bachelor of Business (Management) degree, student must complete, or be exempted from completing (depending on their advanced standing status), a total of 24 modules comprising:

1. 8 common core modules
2. 8 major modules
3. 8 flexible modules, which may be made up of:
 - a. A second business major; OR
 - b. A business minor and a second minor; OR
 - c. A business minor and 4 flexible modules

Common Core	1. BUSM4192 2. ACCT2060 3. ECON1025 4. MKTG1199 5. ECON1035 6. ECON1016 7. ISYS2059 8. LAW2446	Introduction to Management Accounting in Organisations and Society Prices and Markets Marketing Principles Business Statistics 1 Macroeconomics 1 Business Computing 1 Commercial Law		
Degree Major	1. BUSM1100 2. BUSM3199 3. BUSM4547 4. BUSM4555 5. BUSM4559 6. BUSM4194 7. BUSM4551 8. BUSM3200	Organisational Behaviour Ethics and Governance Management in Practice Contemporary Management: Issues and Challenges Work in Global Society Leading for Change Creativity, Innovation and Design Strategic Management		
Flexible Module	Second Business Major	Business Minor	Business Minor	<ol style="list-style-type: none"> 1. Second Business Major or Business Minor 2. Second Business Major or Business Minor 3. Second Business Major or Business Minor 4. Second Business Major or Business Minor 5. Second Business Major or Second Minor or Flexible Module 6. Second Business Major or Second Minor or Flexible Module 7. Second Business Major or Second Minor or Flexible Module 8. Second Business Major or Second Minor or Flexible Module
		Second Minor	Flexible Module	

See listing of available majors, minors and flexible modules (pages 22 - 24).

Career Prospects

Graduates may be employed in a range of professional, commercial, industrial and not-for-profit organisations. With appropriate experience, they can expect to advance to management positions.

BACHELOR OF BUSINESS (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

Overview

This programme prepares you to tackle business problems in the global marketplace and understand the complex world of logistics, supply chain and trade industries. You will cover areas include purchasing, materials management, inventory control, warehousing and transport and distribution and end-user stakeholder expectation management. By exercising leadership and business acumen in professional activities and decision-making, students will be equipped to make an immediate contribution to organisational objectives after graduation.

Objectives

The complex world of logistics, supply chain and trade industries is becoming increasingly specialised and challenging, with strong demand for graduates who are business savvy, sensitive to different cultures, and who have strong project management and negotiation skills.

This programme provides students with an understanding of the specialised area of supply chain management with a strong emphasis on general business.

Graduates will be equipped with a broad range of skills and an understanding of the interdependence of global, localised, and regional logistics issues. They will possess the confidence to tackle the evolving challenges of a rapidly globalised logistics and supply chain industry.

Programme Structure

To be awarded the Bachelor of Business (Logistics and Supply Chain Management) degree, students must complete, or be exempted from completing (depending on their advanced standing status), a total of 24 modules comprising:

1. 8 common core modules
2. 8 major modules
3. 8 flexible modules, which may be made up of:
 - a. A second business major; OR
 - b. A business minor and a second minor; OR
 - c. A business minor and 4 flexible modules

Common Core	<ol style="list-style-type: none"> 1. BUSM4192 2. ACCT2060 3. ECON1025 4. MKTG1199 5. ECON1035 6. ECON1016 7. ISYS2059 8. LAW2446 	Introduction to Management Accounting in Organisations and Society Prices and Markets Marketing Principles Business Statistics 1 Macroeconomics 1 Business Computing 1 Commercial Law					
Degree Major	<ol style="list-style-type: none"> 1. OMGT2221 2. OMGT2222 3. OMGT2225 4. OMGT2224 5. OMGT2228 6. OMGT2230 7. OMGT2223 8. OMGT2229 	Introduction to Logistics and Supply Chain Management Transportation and Freight Logistics Procurement Management and Global Sourcing Warehouse and Distribution Channels Operations Management Business IT and Supply Chain Supply Chain Analysis and Design Supply Chain Management Strategy					
Flexible Module	Second Business Major	<table border="1"> <tbody> <tr> <td>Business Minor</td> <td>Business Minor</td> </tr> <tr> <td>Second Minor</td> <td>Flexible Module</td> </tr> </tbody> </table>	Business Minor	Business Minor	Second Minor	Flexible Module	<ol style="list-style-type: none"> 1. Second Business Major or Business Minor 2. Second Business Major or Business Minor 3. Second Business Major or Business Minor 4. Second Business Major or Business Minor 5. Second Business Major or Second Minor or Flexible Module 6. Second Business Major or Second Minor or Flexible Module 7. Second Business Major or Second Minor or Flexible Module 8. Second Business Major or Second Minor or Flexible Module
Business Minor	Business Minor						
Second Minor	Flexible Module						

See listing of available majors, minors and flexible modules (pages 22 - 24).

Career Prospects

Logistics and supply chain graduates are employed in all aspects of logistics and supply chain management operations. You will be responsible for the effective and efficient integration of all logistics activities supported by the application of relevant IT and e-business practices. Graduates will also work closely with other functional company managers in areas such as marketing, manufacturing and engineering.

Most graduates pursue management/administrative careers in companies that operate in various transport modes, such as air, sea, road and rail, and in companies that specialise in purchasing, supply chain management, contract distribution, manufacturing and retailing. Excellent opportunities exist worldwide for well-trained professionals.

Professional Accreditation or Recognition

The Bachelor of Business (Logistics and Supply Chain Management) is certified by the Chartered Institute of Logistics and Transport Australia (CILTA) as meeting the educational requirements of Chartered Membership (CMILT). An important industry association supporting the programme is the Supply Chain and Logistics Association of Australia. Students enrolled full-time are eligible for student membership and graduates are eligible for affiliate membership of the Chartered Institute of Logistics and Transport Australia.

For further information, visit:

- www.cilta.com.au
- www.sclaa.com.au

"The programme is well-structured as it not only focuses on logistics but also supply chain management. We are able to gain presentation skills, team work skills, useful knowledge and the latest industry information which will help us to be well-prepared for our career." (2016)

Chin Qi Yang

Student
Bachelor of Business (Logistics and Supply Chain Management)



BACHELOR OF BUSINESS (MARKETING)

Overview

Marketing involves identifying customer needs and wants. In this programme you will study the latest in business marketing theories to understand customers, design product and brand strategies, and make informed decisions about pricing, promotion and distribution.

Objectives

The Bachelor of Business (Marketing) has a long and successful history of producing outstanding graduates for the marketing industry. Blending practical theory with modern, industry-based learning, the programme aims to prepare students for a career in the dynamic world of marketing. Students will develop skills across a broad range of business areas, whilst specialising in marketing activities such as brand and product management, market research, advertising, business development, promotion and many others. Students will gain a thorough theoretical appreciation of the marketing discipline as well as specific practical skills and knowledge that will be of immediate value in the workforce.

Programme Structure

To be awarded the Bachelor of Business (Marketing) degree, students must complete, or be exempted from completing (depending on their advanced standing status), a total of 24 modules comprising:

1. 8 common core modules
2. 8 major modules
3. 8 flexible modules, which may be made up of:
 - a. A second business major; OR
 - b. A business minor and a second minor; OR
 - c. A business minor and 4 flexible modules

Common Core	<ol style="list-style-type: none"> 1. BUSM4192 2. ACCT2060 3. ECON1025 4. MKTG1199 5. ECON1035 6. ECON1016 7. ISYS2059 8. LAW2446 	<ol style="list-style-type: none"> 1. Introduction to Management 2. Accounting in Organisations and Society 3. Prices and Markets 4. Marketing Principles 5. Business Statistics 1 6. Macroeconomics 1 7. Business Computing 1 8. Commercial Law 		
Degree Major	<ol style="list-style-type: none"> 1. MKTG1052 2. MKTG1047 3. MKTG1266 4. MKTG1268 5. MKTG1271 6. MKTG1064 7. MKTG1270 8. MKTG1275 	<ol style="list-style-type: none"> 1. Buyer Behaviour 2. Market Research 3. Marketing Communication 4. Service Quality 5. B2B Marketing 6. Global Marketing 7. Product Innovation and Management 8. Strategic Marketing* 		
Flexible Module	Second Business Major	Business Minor	Business Minor	<ol style="list-style-type: none"> 1. Second Business Major or Business Minor 2. Second Business Major or Business Minor 3. Second Business Major or Business Minor 4. Second Business Major or Business Minor
Flexible Module	Second Business Major	Second Minor	Flexible Module	<ol style="list-style-type: none"> 5. Second Business Major or Second Minor or Flexible Module 6. Second Business Major or Second Minor or Flexible Module 7. Second Business Major or Second Minor or Flexible Module 8. Second Business Major or Second Minor or Flexible Module

* Subject to completion of prerequisite modules: MKTG1052; MKTG1268; MKTG1266; MKTG1047

See listing of available majors, minors and flexible modules (pages 22 - 24).

Career Prospects

Marketing is a dynamic and expanding area. Organisations recognise specialist knowledge and skills are needed to successfully market their products. Marketers need to be analytical, creative, flexible, enthusiastic and disciplined when approaching practical and theoretical problems. A wide variety of employment opportunities are available in small, medium and large organisations in the private and public sectors. Graduates may commence a marketing career in: business-to-business marketing, direct marketing, e-commerce and e-marketing, market research, marketing communication, marketing information systems, brand management, retailing, sales, advertising and public relations.

Professional Accreditation or Recognition

The Bachelor of Business (Marketing) is accredited by the Australian Marketing Institute (AMI). Students and graduates of the programme are eligible to apply for membership of the Australian Marketing Institute and the Australian Market and Social Research Society (AMSRS). Membership provides benefits which are relevant to career development. An international membership rate is available for the AMI.

For further information, visit:

- www.ami.org.au
- www.amsrs.com.au

"I picked this programme because I really want to study and deepen my knowledge in marketing, and there are a lot of minor options to choose from. The Global Mobility Programme that SIM-RMIT offers is also one of the main reasons why I chose this programme, as it would give me the opportunity to gain more international experiences." (2016)

Vadrea Candrika

Student
Bachelor of Business (Marketing)



SECOND MAJOR AND MINORS

		Degree Programme				
		Accountancy	Economics & Finance	Logistics & Supply Chain Management	Management	Marketing
MAJOR	Accountancy			✓	✓	✓
	Management	✓		✓		✓
	Marketing	✓		✓	✓	
	Logistics and Supply Chain Management	✓			✓	✓
	Economics and Finance (12 modules)					
	Finance	✓		✓	✓	✓
MINORS	Accounting for Managers		✓	✓	✓	✓
	Accounting Professional Services	✓	✓	✓	✓	✓
	Management	✓	✓	✓		✓
	Human Resource Practice	✓	✓	✓	✓	✓
	Marketing	✓	✓	✓	✓	
	Marketing Extension	✓	✓	✓	✓	✓
	Logistics and Supply Chain Management	✓	✓		✓	✓
	Global Logistics & Supply Chain Management	✓	✓	✓	✓	✓
	Transport and Logistics	✓	✓		✓	✓
	E-Supply Chain Management	✓	✓		✓	✓
	Finance	✓		✓	✓	✓
	Economics (for non Economics and Finance students)	✓		✓	✓	✓
Economics & Finance (for non Economics and Finance students)	✓		✓	✓	✓	

✓ Available Second Major & Minors

"The curriculum provided a good foundation for the financial knowledge required in working at an international bank." (2015)

Chia Yong Hong

Collateral Management Analyst, Credit Suisse

Graduate, Bachelor of Business
(Economics and Finance)

The availability of any specific second major, minor or elective is subject to the offering at SIM GE of the parent programme. If the parent programme is discontinued at SIM GE, the necessary modules may not be offered.

Majors, Minors and Flexible Modules

Majors					
Accountancy		Management		Marketing	
ACCT2062	Financial Accounting and Analysis	BUSM1100	Organisational Behaviour	MKTG1052	Buyer Behaviour
ACCT1063	Management Accounting and Business	BUSM3199	Ethics and Governance	MKTG1047	Market Research
ACCT1054	Financial Accountability and Reporting	BUSM4547	Management in Practice	MKTG1266	Marketing Communication
ACCT1068	Cost Analysis and Applications	BUSM4555	Contemporary Management: Issues and Challenges	MKTG1268	Service Quality
LAW2464	Singapore Company Law	BUSM4559	Work in Global Society	MKTG1271	B2B Marketing
ACCT1080	Financial Accounting Theory	BUSM4194	Leading for Change	MKTG1064	Global Marketing
ACCT2119	Accounting, Behaviour and Organisations	BUSM4551	Creativity, Innovation and Design	MKTG1270	Product Innovation and Management
ACCT1029	Performance Analysis and Simulations	BUSM3200	Strategic Management	MKTG1275	Strategic Marketing*
Logistics and Supply Chain Management		Economics & Finance (12 modules)		Finance	
OMGT2221	Introduction to Logistics and Supply Chain Management	BAFI1005	Financial Markets	BAFI1005	Financial Markets
OMGT2222	Transportation and Freight Logistics	BAFI1012	Business Finance	BAFI1012	Business Finance
OMGT2225	Procurement Management and Global Sourcing	ECON1045	Macroeconomics 2	BAFI1045	Investment
OMGT2224	Warehouse and Distribution Channels	ECON1064	Quantitative Analysis	LAW2460	Law of Investments and Financial Markets
OMGT2228	Operations Management	BAFI1045	Investment	BAFI1019	International Finance
OMGT2230	Business IT and Supply Chain	ECON1056	Price Theory	ECON1064	Quantitative Analysis
OMGT2223	Supply Chain Analysis and Design	LAW2460	Law of Investments and Financial Markets	BAFI1029	Risk Management
OMGT2229	Supply Chain Management Strategy	BAFI1029	Risk Management	ECON1272	Basic Econometrics
		ECON1089	International Trade		
		ECON1085	International Monetary Economics		
		BAFI1019	International Finance		
		ECON1272	Basic Econometrics		

* Subject to completion of prerequisite modules: MKTG1052; MKTG1268; MKTG1266; MKTG1047

Minors

Accounting for Managers	Management	Marketing	Logistics and Supply Chain Management	Finance
ACCT2062 Financial Accounting and Analysis ACCT1063 Management Accounting and Business ACCT1029 Performance Analysis and Simulations ACCT1068 Cost Analysis and Applications	BUSM1100 Organisational Behaviour BUSM3199 Ethics and Governance BUSM4559 Work in Global Society BUSM4194 Leading for Change	MKTG1052 Buyer Behaviour MKTG1047 Market Research MKTG1266 Marketing Communication MKTG1268 Service Quality	OMGT2221 Introduction to Logistics & Supply Chain Management OMGT2222 Transportation and Freight Logistics OMGT2225 Procurement Management and Global Sourcing OMGT2228 Operations Management	BAFI1005 Financial Markets BAFI1012 Business Finance BAFI1045 Investment LAW2460 Law of Investments and Financial Markets
^Accounting Professional Services	Human Resource Practice	Marketing Extension	Global Logistics and Supply Chain Management	Economics (for non Economics and Finance students)
ACCT1059 Auditing 1 LAW2465 Singapore Taxation ACCT1085 Ethics and Accountability ACCT2212 Forensic Business Investigation	BUSM1084 Employment Relations BUSM4306 Occupational Health and Safety Management BUSM1139 Human Resource Development BUSM4125 International Human Resources	MKTG1265 Advanced Marketing Concepts and Applications MKTG1274 Sales Strategy and Communication Skills MKTG1272 Business Ethics MKTG1338 Retailing	OMGT2246 Global Trade Operations ISYS3311 Enterprise Information Systems OMGT2226 Retail and Service Logistics OMGT2227 Transport Economics	ECON1056 Price Theory ECON1045 Macroeconomics 2 ECON1085 International Monetary Economics ECON1089 International Trade
Transport and Logistics		E-Supply Chain Management		Economics & Finance (for non Economics and Finance students)
OMGT2221 Introduction to Logistics and Supply Chain Management OMGT2222 Transportation and Freight Logistics OMGT2227 Transport Economics OMGT2224 Warehouse and Distribution Channels	OMGT2221 Introduction to Logistics and Supply Chain Management OMGT2230 Business IT and Supply Chain ISYS3311 Enterprise Information Systems OMGT2225 Procurement Management and Global Sourcing	BAFI1005 Financial Markets BAFI1012 Business Finance ECON1056 Price Theory ECON1045 Macroeconomics 2		

^ The Accounting Professional Services minor is designed for students enrolled in the Accountancy degree seeking to meet the requirements for admission to associate membership of all professional accounting bodies in Australia.

Flexible Modules

Any modules listed above may be taken as an individual flexible module, subject to the completion of prerequisite requirements.

An individual module can only be counted once, as part of a major or a minor, or as a flexible module.

The availability of modules for enrolment as flexible modules in any particular semester may be subject to resource constraints

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 compulsory 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 insurer 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 and Transfer/Withdrawal Policies

For refund and transfer/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 24 February 2017. For the most updated and complete corporate and programme information, refer to our website at www.simge.edu.sg. SIM and RMIT University reserve the right to change the information, including fees, herein at any time



Members of The SIM Group



Singapore Institute of Management Pte Ltd
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